

# SerdangSun

a tradition of giving, a culture of bonding

UPM ALUMNI MAGAZINE



**Urban Agriculture**  
Facing  
Challenges

**Beyond**  
**100 Days**

Serdang  
**Agropolis**

# ASPIRING THE FUTURE

**Journey to**  
**Canadian**  
**Prairies**

**Agriculture**  
**Forever**

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# CONTENTS

## Features

- 04 Beyond 100 Days
- 08 UPM Internationalisation
- 10 Urban Agriculture : Facing Challenges

## Contributions

- 12 Urban Agriculture: Serdang Agropolis
- 14 Agriculture Forever

## Campus Portraits

- 16 From Semenggok to Serdang
- 18 Journey to Canadian Prairies
- 20 Made in UPM Medical Doctor... the First Batch Experience

## Highlights

- 22 2013 so far... Alumni Activities
- 33 Upcoming Events

Welcome to the June 2013 edition of Serdang Sun, your gateway to continuous bonding and giving with the *Alma mater* and to your circle of alumni around the world. The month of May is the time of the year when we celebrate UPM Alumni Day (21 May) – a time to reflect on the success stories we have charted so far, and to realign ourselves to new possibilities for future development. You will see highlighted in this issue many activities that were specially designed to cater for the needs of different groups of alumni so that the relationship can be better served by both parties. Then comes the month of October when the convocation will be held and our alumni are conferred their degrees and appointed as distinguished ambassadors of UPM.

We would like to emphasize to you that we have been inspired to put together many endeavors with you, the esteemed alumni, in mind!

In this issue, we bring you our eminent alumnus, who is the present 'Captain' of our *Alma mater*, to share his insights and future plans for UPM as he crosses the threshold of his 100 days as the Vice Chancellor. There is a special feature article by our reputable alumni now heading the Academic and International portfolio to talk about the internationalization process of UPM. Urban agricultures has been our tag-line all along, and we are fortunate enough to bring to you our humble, yet significant project called Serdang Agropolis that was mooted by our notable

# Aspiring The Future



alumni who was responsible for landscaping our *Alma mater* to be as we see it today. Then, with an emphasis on the potential of urban and peri-urban agriculture, another alumnus is now leading the Faculty of Agriculture has shared his vision in facing future challenges.

Since the theme for this issue is on *aspirations for the future*, we portray the journey of selected alumni who have carved a niche for themselves since leaving the *Alma mater*. They have reflected on their wonderful sojourn at UPM and the travels of their life that has brought them to where they are now. Hopefully this will inspire you, especially students and alumni, to follow in their footsteps and to recall the memories you

have had throughout your life in UPM, be it in Serdang, Semenggok, Mengkabang Telipot or Bintulu.

Even though we are reputed to be a leading university in tropical agriculture, the success stories of our medical doctors nurtured on our Serdang 'soil' must not be forgotten. The same goes to our branch campus, so we have brought to you our alumnus to share his experience of Semenggok and Serdang and to recollect on the multifarious experiences both campuses had bestowed on him so far. Universiti Putra Malaysia would not stand tall today without the historical achievements of our College of Agriculture Malaya back then. In this regard, we have interviewed our

1970 Diploma of Agriculture graduate who is now successfully operating his agriculture-related enterprise.

We hope to portray many more remarkable personalities in our next issue of Serdang Sun. We welcome feedback from all alumni whom we look upon as strategic partner of this university. Lastly, we would like to take this opportunity to welcome you back to UPM and to continue your intellectual pursuit with your *Alma mater* through the various courses offered by the many faculties existing now in UPM.

**Assoc. Prof. Dr. Mansor Abu Talib**  
(Dip. Agri 1982; Bac. Resources Economics, 1987)  
Director of Alumni Centre



This interview between the Serdang Sun Editorial Committee and Professor Datuk Dr. Mohd Fauzi Hj. Ramlan, the 7<sup>th</sup> Vice Chancellor of UPM, focuses on his first 100 days in office, current matters concerning UPM, as well as his wishes and aspirations for the university. The remarkable highlights of his first 100 days in office include the signing of an agreement for the establishment of the UPM Hospital University and a land swap agreement between UPM and MARDI. He also talks about the wishes of the government that UPM should remain as a research university, particularly in the field of food production and security.

# Beyond 100 days

- Baharudin Mohd. Shah (BEdu (TESL), 1986; Language Instructor, FBMK, UPM)
- Dr. Arbaayah Ali Termizi (FBMK, UPM)

In this interview, he delves on the three main tasks of UPM. The first is in the field of teaching and learning; secondly, research, development, commercialisation and entrepreneurship; and thirdly, as a service centre for sharing knowledge with the community, particularly in the area of Urban Agriculture. During his first 100-day-tenure, he has also witnessed an agreement that elevated an academic to millionaire status, when his patent was successfully sold for RM4 million. His main aspiration

is for students, lecturers, staff, researchers and alumni to be agents of change and collaborate with him in order to carry UPM to greater heights and thereby play a meaningful role in the transformation of Malaysia.

### What were the prime concerns that you felt needed to be resolved upon assuming office as the 7<sup>th</sup> VC of UPM?

First of all, on behalf of the management, I wish to thank the Alumni Centre for arranging this

interview. As stated in my letter of appointment in January 2013, I am the 7th Vice Chancellor of UPM, since the time of its establishment as an Agricultural University. The government has two wishes with regards to UPM. First, that it should remain as a research university, as any new discovery and innovation would help expand the existing body of knowledge. Secondly, it wishes that UPM should be an agricultural based university, especially in the areas of food production and food security.

In line with her motto, 'With Knowledge We Serve', UPM has three main tasks: firstly teaching, secondly research and thirdly, the development and promotion of knowledge or service. For the first task of teaching and learning, lecturers should act as facilitators using Student Centred Learning or Problem Based Learning approaches. Lecturers should not only give lectures but should also involve students in the learning process. Our second task is Research,

rural areas to urban and semi-urban areas. This segment however needs adequate food supply. We must share our knowledge on Urban Agriculture with the society - this knowledge should not stay within the confines of the Ivory Tower. These are my tasks as Vice Chancellor.

### **For the past 100 days what were your initial initiatives in fulfilling UPM's vision and mission?**

In my first 100 days as Vice Chancellor, I had witnessed how an academic became a millionaire overnight. This is when an academic sold his patent of research to an entrepreneur and an alumni of UPM for RM4 million. There were also another two important events during my first 100 days. One is the signing of an agreement between UPM and the government of Malaysia for establishing a 400-bed hospital with an operation theatre for the benefit of UPM medical students. The other was the signing of an agreement between UPM and MARDI in a land

each organization's facilities were respectively located. It took about eight Directors General of MARDI and 7 Vice Chancellors of UPM before this land swap agreement came to fruition.

### **What are the challenges that you envisage in promoting UPM as a world-class research university?**

It is our aspiration to become a well known international research university. We have got the requisite resources and manpower such as researchers, students and science officers to do that. People from overseas view our university based on the research papers that are being published in international research journals and research indexes. In this way, we can be a member of the "Big Boys Club" in researches and knowledge expansion and development. Students from overseas also come here to study at PhD level because of what they come to know through the international research journals and Citation Indexes Journal (CIJ).



Development, Commercialisation and Entrepreneurship. These four aspects should be integrated, involving students, researchers, lecturers, science officers and society as a whole. The third task is development of service and knowledge. According to the Prime Minister, there is a demographic shift of about 72% of the Malaysian population from

swap deal. Prior to this, there had been UPM land being used by MARDI and vice versa. For example the land housing the MARDI headquarters is owned by UPM and the land occupied by UPM's Exposition Hill or Bukit Ekspo is actually owned by MARDI. The deal involving 283 acres made it possible for each organization to own the land on which



### **Do you have any specific strategies to improve the quality of academic staff in terms of the teaching and learning aspects in UPM?**

UPM researches that had been published in research journals and other reputable publications have attracted students and researchers to

our university. Our huge and valuable land banks, located between Kuala Lumpur and Putrajaya also encourage them to come here to study and do research. We have a quite sizeable number of PhD researchers here. To date, we have produced 500 PhD graduates in 2013. Currently, we have an estimated 500 tutors studying for their PhDs overseas. They are poised to replace the present lecturers who are due for retirement.

**What steps do you intend to take to improve the marketable value of UPM graduate students?**

It is the pride of every university if their students can get jobs within six months after completing their studies. In UPM, about 86% of undergraduate and postgraduate students manage to do that, and this is higher than the national average of 75%. We also hope the penetration index into the job market will be greater and that our students could receive double, or triple offers for jobs by potential employers before they graduate. The UPM alumni who hold important positions in government and private sectors could help students to secure suitable employment. The government has provided the necessary

infrastructure and opportunities for students. The alumni could help train students to be entrepreneurs, so that from being job-seekers, they in turn, would be able to offer jobs to other members of the community.

**Do you think UPM is going to have more expansion in terms of physical development, infrastructure, facilities, number of faculties, number of centres of excellence, number of courses and number of staff and students in the future?**

In our presentation to the Ministry of Higher Education, we mentioned that UPM had managed to generate between 40% to 47% income based on our researches, huge land bank and our strategic strengths. We are also in the midst of revamping the Mohd Rashid Complex, located near the Agro-Bio complex, comprising Mohd Rashid Colleges, a three or four-star hotel and the Pak Rashid Foundation building. The college will be ready in 18 months and it will house 600 foreign students and 1200 local students. All these are done in recognition to honour the contribution made by Mohd. Rashid or better known as Pak Rashid.

“ We hope our students could receive double or triple offers of jobs by potential employers before they graduate. Those UPM alumni who hold important positions in the government and private sector could help the students to get job...

We have also been recognised as having a high green campus index in Asia. We are also trying to reduce gas emission as stated in the Kyoto Protocol. The students are encouraged to walk and use bicycles. This September, 3500 students will be encouraged to walk or cycle and various agencies and companies will participate in this project. We will also introduce high-capacity buses. We have also introduced pink-coloured buses for the female students. Besides these, we also have recycling programmes. All these are efforts to reduce harmful waste gas emissions and to protect the environment.

In terms of faculties, we do have enough for the present moment. With regards to the Centres of Excellence, five research institutes have gone through an auditing process which could upgrade them to the level of Higher Centre of Excellence (HCOE). It is up to the lecturers, students and researchers to make this a reality.

**How far is the UPM internationalisation programme for students being realized?**

UPM has a good reputation for high Cumulative Impact Factor (CIF) and Citation Index Journal (CIJ) at an international level. Thus, within the context of internationalisation, we





have alumni from Indonesia, which we refer to as the Jakarta Chapter. We have been having more students from Iran, Africa and Bangladesh as they are attracted to the high quality of education offered by UPM. Some of them come here to study agriculture and agriculture-related disciplines which they hope to put to good use in their own countries. Some of them came to know about UPM through the published researches done by our students.

**Urban agriculture could be loosely defined as integrating the growing of crops/vegetables and the raising of animals in urban localities. Do you see a future of this happening in Malaysia and if it is already happening, could you please enlighten us on the role of UPM in this matter?**

We have expertise in agriculture, particularly niche expertise in Urban Agriculture. We are initiating Urban Agriculture to be introduced to Malaysian homes. As more people live in an urban and semi-urban environment, they are encouraged to plant their own vegetables. This means less fuel would be used to transport vegetables, which translates as a saving in energy consumption and reduction in gas emission. In countries such as Canada, Japan,

and Singapore, one floor of some flat buildings are used to plant vegetables. I have also demonstrated to our Prime Minister at an event in Pasir Gudang how the community there has been using Urban Agriculture technology, such as hydroponics, to plant vegetables at a housing estate. We need to share this knowledge with the community.

Similarly, we hope our Bintulu campus can contribute something beneficial to the people of Bintulu. We hope to share our knowledge, expertise and know-how with them. In other words, Bintulu can be a hub of educational excellence particularly within the Borneo region.

**How can the Alumni Centre contribute towards developing a more excellent UPM?**

The Alumni centre can bring back our former students who are now successful in the public and private sectors in order to train our students to become successful entrepreneurs. They can contribute in terms of finance, expertise and other means to promote knowledge and expertise to UPM. We hope the alumni can train our students to spread knowledge about urban agriculture too. The Alumni Centre can continuously hold public lecture to highlight successful

alumni who have made it in the public and private sectors through their Distinguished UPM Alumni Lecture Series (DALs). UPM currently has about 4800 foreign students who can help to promote UPM in the future. The local and international alumni can also help expand the alumni database. I am proud that UPM Alumni Centre is currently a secretariat for the MyAlumni Consortium comprising of 75 higher learning institutions in Malaysia as they are planning to establish more chapters around the world.

**What are your aspirations for the future of UPM?**

Firstly, I hope I can make UPM the best research university at the International level. Secondly, I hope the staff in UPM and the alumni can work as a team with me to help make UPM the best research and resource centre in agriculture, particularly in food production in this region. It is also my wish that our staff, students and alumni will become agents of change to transform Malaysia. And another thing I would like to do is expand the functions of the Heritage Museum to highlight contributions made by the Malay civilization in the fields of science and technology.

# UPM

## Internationalisation



• Assoc. Prof. Dr. Zaitun Yassin (Dip Agric. 1971)



In order to achieve Malaysia's vision as an Excellent Centre of Higher Education by the year 2020, the Ministry of Higher Education has the objective of encouraging internationalisation in the higher education sector. Every public and private universities are entrusted with the tasks of attracting foreign students to study either at the diploma, undergraduate or postgraduate levels.

Internationalisation is the fifth thrust of the National Higher Education Strategic Plan. It is meant to upgrade the local institutes of higher learning to the world standard beside fulfilling the objective of making Malaysia an international hub of higher education excellence by the year 2020.

According to Professor Datin Paduka Dr Aini Ideris, the Deputy Vice Chancellor (Academic & International) to realise this strategic plan, Universiti Putra Malaysia has the vision to ensure that the university has good rapport with national and

international communities and is always committed in establishing a global network and sharing in higher education and research with world's leading and prestigious universities.

A strong global co-operation has already being established with agencies and organisations such as the United Nations (UN), World Health Organization (WHO) and others. At the same time international collaboration through Memorandum of Understanding (MOU) and Memorandum of Agreement (MOA) have being signed with various

institutions and agencies throughout the world including MOU/MOA with Cornell University, in USA ; La Trobe University, Australia; United Nations Industrial Development Organization, Austria; Universiti Islam Sultan Sharif Ali (UNISSA), Brunei; South China Agricultural University, China; University of Baghdad, Iraq; University of Tsukuba, Japan; Dresden University of Technology, Germany; Ajou University, Korea; University of Glasgow, Scotland, University of Sheffield, United Kingdom and about 100 more MOU/MOA with others.

Through this network of strategic cooperation with various partners and active participation in global network and international organization, UPM aspires to be a leading world university with high standard, recognized at both national and international levels. Through this strategy, UPM could offer programs of studies and researchers of global standards. The faculties, research



institutes and centres in UPM have network of interaction for collaboration in the academic and research fields with other international organisations, allowing students and staff to have the opportunity of exposure to different cultures, global issues, and communication techniques of different races. Some examples of UPM collaboration with international organisation are : University Mobility in Asia and the Pacific (UMAP); Seameo Regional Center for Graduate Study and Research in Agriculture (SEARCA); Asian Association of Agricultural Colleges and Universities (AAACU); The Association of Southeast Asian Institutions of Higher Learning (ASAIHL); The Association of Universities of Asia and the Pacific (AUAP) ; Asia-Pacific Association of Agricultural Research Institutions (APAARI) ; Association of Commonwealth Universities (ACU); Commonwealth Universities Study Abroad Consortium (CUSAC); Asean-European University Network (ASEA-UNINET); International Association of Universities (IAU); International Council of Museums (ICOM), and EU-Malaysia Chamber of Commerce and Industry (EUMCCI).

Since the 2010/2011 academic session, UPM has offered all bachelor programs, except for medicine to all international students and by January 2013, UPM has 237 students from various countries such as Indonesia, Brunei, China, Nigeria, USA for the full-time bachelor program. The number of foreign students doing postgraduate studies has also increased tremendously. For example in 2011, the number of students undertaking postgraduate studies is 4000 students. They represent 60 countries from every continent. The School of Graduate Studies offers Joint PhD with University of Sheffield, UK and in the immediate future, Dual PhD Program with University of Nottingham, UK, University of Newcastle and University of Southern Queensland, Australia

and Dual Master's Degree Program with Ajou University, Korea; University of Glasgow, Scotland, UK and other universities.

Another international program that is being offered by UPM is the MIT program (Malaysia, Indonesia, Thailand) involving agriculture students who will undertake one semester of studies in selected universities in these participating countries. UPM also offers Mobility Program at various duration including Exchange Program for 1 or 2 semesters; Short-term Program for 2 weeks or more; Practical Training Program between 2 weeks to 6 months; and Industrial/research Training Program for less than 2 weeks. These programs offer both the international and local students with the experience of studying in each other countries.

Since February 2012, UPM has signed 96 Memorandum of Understanding (MOU) with various universities throughout the world for the mobility program. The participating and targeted countries in this mobility program include India, Indonesia, Philippine, Thailand, Japan, Oman, Iran, Yemen, Sudan, South Africa, Australia, Italy, Austria, UK, German, France and others. This program encourages the exchange of students between 2 institutions for the duration of 1 or 2 semesters. During this time the transfer of credit is allowed. Through this program the students are able to gain new experience, cultural understanding, maturity, new friends and give invaluable academic experience to those involved. UPM is also involved in 6 Erasmus Mundus Program which offers scholarship to students and staff of public universities under the Erasmus Mundus (Gate) program - Scholarships From Asia To Europe and the Lets Move Together (Mover) project. The scholarships is for studies at the Bachelor, Master and PhD level and is open to academic and non-academic staf

for fulltime or exchange program at selected universities in Europe.

Professor Datin Paduka Dr Aini Ideris declared proudly that "UPM is now quite well-known internationally and people are coming to us for various collaborations." According to her, UPM is now able to show to the world her vision of becoming "a reputable international research university". UPM has received several international awards and recognitions. For example, in 2011 the former UPM Vice-Chancellor, Dato' Ir. Dr. Radin Umar Radin Sohadi was awarded Asia's Best B-School Awards in the Outstanding Contribution to Education category for his service as an individual who had shown commitment to display excellent achievement in the field of business studies by CMO Asia Advisory Board in collaboration with Advisory Council of World Brand Congress. In 2012, the Faculty of Economic and Management and Putra Business School, were successful in obtaining accreditation in the field of business from Association to Advance Collegiate Schools of Business (AACSB). UPM is the first university in Malaysia and the 6th in South East Asia to receive the AACSB accreditation.



# Urban Agriculture

• Prof. Dr. Abdul Shukor Juraimi (BSc. Agric, 1988)

# Facing Challenges



**A**t the end of the 20<sup>th</sup> century, humanities are turning themselves into an urban species where large cities, not villages and towns, are becoming our main habitat. Urban growth is changing the face of a country and the state of humanity.

According to the World Bank statistic in 2012, 50% of the world's population are urban dwellers while in Malaysia 70.4% are urbanites with annual growth rate of 3.0% and a negative 1.4% growth for the rural population. Being a country where urbanisation is above the world's average, food security and safety issues in urban setups need strategizing.

With the increase in urban poverty, food insecurity and malnutrition are shifting from rural to urban and peri-urban areas. Thus, renewed interest arises in alternative strategies for improving urban livelihoods, local governance, urban design, local economic development and waste management, as well as for urban food security, nutrition and food safety. Many urbanites have turned to urban and peri-urban agriculture (UPA) as a strategy. In reality, UPA

complements rural agriculture and increases the efficiency of the national food policy. Thus, there is a growing realization that changes are needed to produce food under urban setup. UPA is one of the alternatives and it is defined as gardening and livestock keeping for food and other products and related activities like compost making from urban organic wastes, water harvesting, food processing, and marketing. The activities are undertaken by urbanites on field plots in the peri-urban areas as well as in home yards, hospital grounds and schools and on vacant public land in the city (intra-urban agriculture).

The potential benefits of UPA amongst others are to improve and promote urban food security, nutrition and safety. Environmentally, it is a mean of managing urban waste by turning it into valuable compost while at the same time reduces the food mile,

the distance needed to transport the food and thus reducing the carbon foot print. It is also a source of potential income for urban poor. Socially, gardening can be used as a family activity and bring members of the family together or it can also be used as an activity for stress management.

Then Ministry of Higher Education (KPT) had identified UPM as the key players of UPA amongst IPTAs that was also clearly emphasized by the Honourable Minister in his speech on 16<sup>th</sup> March 2013 when he officiated the Agriculture Transformation programme in Pasir Gudang.



in Malaysia **70.4%** are urbanites with annual growth rate of **3.0%** and a negative **1.4%** growth for the rural population



# Urban Agriculture Serdang Agropolis

• Dato' Makhdzir Mardan (Dip Agric, 1974)

By 2050 more than 80% of the world's projected 9.3 billion people would be living in urban areas and Universiti Putra Malaysia must train and produce graduates to meet the needs of the future, towards 2050. Arable, agriculture land will have to compete with housing, manufacturing, business and many others. Not only arable land will be a prime factor, even the two-dimensional areas and the three-dimensional space for farming have to be optimised for agriculture in cities and urban areas.



With the growing awareness on sustainable development, we need to be frugal with the constrained resources especially land, water and biodiversity. Climate change will not make the weather to be predictable anymore. Floods and droughts come to happen at unexpected times and monsoons are often delayed and unpredictable. To address this unpredictability and lack of space we need to resort to develop URBAN AGRICULTURE.



- Perkebunan dan akuakultur untuk makanan
- Membuat kompos dari bahan buangan organik bandaran
- Penyimpanan air hujan, pemprosesan makanan, pemasaran dan lain-lain
- Setelannya dilakukan oleh penghuni bandar di atas tanah di sekeliling rumah, hospital dan sekolah serta tanah awam yang kosong dalam bandar



is the way forward. All disciplines of studies in the faculties and institutes must find, discover and create their own disciplinary niches and relevance in the all encompassing AGRIBIO mandate for UPM. Computer science, aerospace, modern languages, environmental studies and human ecology must seek to find their AGROBIO footprints; no matter how small in order to stay relevant and connected to the needs of the future of UPM.

We learn from social insects like bees, ants and termites on how they practise farming that optimise more than just areas but space for their livings.

Termites and ants build fungal garden and multi-storey farming chambers for growing foods. Temperature, humidity and water were efficiently provided and growing conditions were maintained with the controlled-environment of food chambers.

We can build multi-storey buildings to grow vegetables, raise fish and chickens and for other agriculture activities. Temperature, humidity, fertiliser formulation especially in liquid form) and water can be controlled, provisioned and monitored. Such urban, precise and vertical farms can address the agriculture and food production needs of the future.

UPM must produce graduates of the future where urban agriculture

Low carbon-footprint and positive cooling effect of urban agriculture will be a welcome feature for cities in the future. There could be no better reason for that urban agriculture model than to be in the SERDANG AGROPOLIS especially with the proximity of agriculture institutions such as UPM, MARDI, MPOB, Dept of Agriculture, Institute of Agriculture, NAHRIM that can be developed into a modelled, URBAN AGRICULTURE, SERDANG AGROPOLIS!

# Agriculture Forever



- Taranjeet Singh s/o Balbeer Singh (FBMK, UPM)
- Assoc. Prof. Dr. Abdul Rasid Jamian (B. Educ (Teaching of Bahasa Malaysia as a First Language, 1997; MA (Malay Language, 1999); PhD, 2002)



## What is the target of your company?

The main target of this company is to generate higher income for the company in the short term and in the near future. Next, the company targets to improve customers' satisfaction level towards the product and produce more products to be sold for tourists and people visiting Cameron Highlands. Meanwhile in the long term, the company targets to market the products in hypermarkets and supermarkets nationwide. The company also aims to export these products to Muslim countries and later on to other countries.

## How did you start this business?

I worked with MARDI until I retired at the age of 56. Even though I was really interested in agricultural sector, I did not join this sector until I retire. But, I do have a farm since 20 years ago and I grow vegetables there. The farm is situated in Gunung Brinchang and it is located 6000 feet above sea level. I usually went this farm during weekends. Since I am interested in strawberries, I grow them in this farm and I saw potential of marketing strawberries. It started out as a hobby in the beginning but

**D**ato' Syed Hj. Abdul Rahman bin Syed Hj. Abdul Rashid is a passionate and dedicated man who is determined to build a successful career in business. He did his Diploma in Agriculture in 1970. Then, he went to University of Hawaii to pursue his Bachelor's degree in Agriculture and Masters in Plant Pathology. He started as the MARDI Research Station Head in Cameron Highlands. Later, he was appointed as Research Program Coordinator for 'MARDI Vegetable Program' in 1987 and Executive Director of MARDI TECH FLORICULTURE SDN BHD in 1997. It was in 2005 that Dato' Syed Hj Abdul Rahman bin Syed Hj Abdul Rashid decided to venture into business. He was conferred the title 'Darjah Kebesaran Setia Mahkota Pahang' (SMP) from DYMM Sultan of Pahang in 2008.

He also had done several consultancy work for numerous companies including Lojing Highlands Development, Temperate Agro Tech Park Cameron Highlands, Butterfly Park Dubai, and Agro Industrial Park Jabor Terengganu. Dato' Syed Hj Abdul Rahman is a very humble man and he never believed in giving up. Serdang Sun is honoured to meet such an optimistic person when Dato' Syed Hj Abdul Rahman bin Syed Hj Abdul Rashid agreed to be interviewed at his office.

later, it became a business whereby I was growing and selling strawberries and products made from strawberry as well, for example cordial drink, strawberry jam, strawberry ice cream, chocolate coated strawberries and strawberry pickle.

### **Do you have any certification in order to start this business?**

Yes, we were awarded the SALM certification since 2010. This certificate is awarded to organisation with good agricultural practise and conduct. The SALM certification is equivalent to international standards. This is to ensure the products

Health Department has come up with Food Act(s) that we need to follow and abide with. We must also abide to the guidelines from the Pesticides Board and Ministry of Agriculture.

### **How do you process your products?**

Currently, we are using an incubator for the processing of downstream products at MARDI station. Farmers will bring their products to be tested and these products will be turned into new products after going through the numerous processes to produce jam, cordial, and ice cream with the use of the incubator.

We have also obtained the HALAL certification which includes good manufacturing practices and conduct

into strawberry farm. The strawberry farm has increased tremendously in the last 10 years, from two and three hectares to now twenty and thirty hectares. This is because the demand for strawberries are increasing, especially during weekends and school holidays. We are not able to produce enough strawberries; therefore we need to import them from Korea, Egypt, New Zealand, and Australia.

### **What are the challenges that you face in this business?**

The main challenge was to set up the farm, since space is limited. When space is limited, we developed several techniques to increase production in a small area. We are now planting the plants and crops in a vertical manner to increase the production. Another challenge we faced is to produce enough products so that we could export them. At the moment we are a young agro-based company, and as such we need to increase the production.



used in manufacturing process are safe to be eaten and also safe to be used as raw material for downstream products such as jam, cordial drink, and strawberry ice cream. We have also obtained the HALAL certification which includes good manufacturing practices and conduct. Given the fact that we have obtained both certifications, it is easier to market them in supermarkets and minimarkets.

### **Is this company adhering to the guidelines by health department?**

Yes, agricultural products on shelves that will be consumed must abide by several rulings and standards. The

### **What is the current technique that is being used in your company?**

We are using Vertical Cultivation and also Fertigation Technique. We use long bags to cultivate the strawberries plants using the 'A Frame System'. There are 3 or 4 steps of the 'A Frame System' vertically. You can have up to 15 plants in 1 square metre of the cultivation area as compared to 3 or 4 plants on the ground. We currently have 6 farms at the moment..

### **How about the expansion of this industry?**

Agro tourism keeps us going. Some farmers are converting their farms

### **Are you willing to contribute/give back to Alma mater?**

Yes, definitely. I would like to be involved in Alumni programmes and contribute my time, energy, expertise and also contribute financially to the best of my ability.

### **What advice would you give to graduates who are interested in this area?**

Do seek experience first in agriculture related company, and afterwards expand your experience and use it to set up business in the agriculture industry. Don't give up and work hard to achieve your dream.

The academic session of 1979/80 was a historic moment for me when I was chosen as an undergraduate student in Universiti Pertanian Malaysia (UPM). It was the first time I experienced stepping into MAS airplane and I was sad to leave my family because we had never been apart from each other before. Moreover, I was scared to face a new environment as I was uncertain how it would turn out to be. Despite all that, I was also proud to be chosen as one of the students to cross the South China Sea in order to go to UPM even though I was not heading for the United Kingdom or the United States of America. My student metric number during my Diploma of Agriculture days was S474 (S is for students from UPM Sarawak). That was my student's registration confirmation for Agricultural Diploma course in UPM Sarawak branch, UPM Semenggok.

# from Semenggok to Serdang



• Abdul Ghaffar Othman (Bsc. Agri, 1984)

Situated just about 12 kilometres from Kuching town, UPMCS Semenggok campus is located on 300 acres of strategic land surrounded by reserve jungle. Semenggok Wildlife Rehabilitation Centre was in the same area and vehicles that came by to Semenggok were rare especially public bus service to Jawa Village. Buses were limited and the last bus trip was at three in the afternoon from Kuching town daily. Situated next to Semenggok Agricultural Research Center (ARCS), this campus was made up of hostel, lecture rooms, laboratory, and administration block, eating hall, main hall, surau, students' center and farm area for students to undergo their practical training.

As a first year student in Diploma of Agricultural, practical in farm work was a compulsory course where students would be exposed to

the basics in agricultural activities including breeding chickens. There would be also activity in vegetable farming where each student would be given an area of about 4 x 12 square foot to be used for planting vegetables. Managing the farm was a daily routine in the evening. This vegetable farm was situated at a lower ground area and would be covered in mud on rainy days, which made it difficult for students to manage the farm.

Half of the students in Agricultural Diploma, Forestry Diploma and Pre-Diploma (Prelim) were from Sabah and Sarawak and they were very friendly with the students from the Peninsular (Semenanjung Malaysia). Senior and junior students were also very close with one another. The students had developed a strong bond with their lecturers because

most of the lecturers were staying in campus and some of them were hostel administrators. Hence, this had made it easier to solve any teaching and learning problems.

The opportunity to study in UPM Semenggok lasted only for a year because I was given an offer to pursue Bachelor of Agriculture degree at Serdang campus. The academic session of 1980/81 was the first time I stepped into the green campus in Serdang which totally has a different surrounding and different environment. Accommodation was provided at the Sixth College which at that time was brand new, just a year old. There was a vast difference in terms of the infrastructure and also the number of students from different programs or courses. They provided us with a comfortable hostel with affordable price of bus tickets for us to go to Kuala Lumpur. Back then, there was a bus company called Thong Fong with the number 107 going to Kuala Lumpur. The number of students who owned vehicles especially motorcycles and bicycles were very few.







Students pursuing Bachelor of Agricultural Science were given exemption from doing practical work at the farm because they had completed their Practical Training (internship) for two semesters when they were in Diploma program. Exposure to hands-on agricultural activity was conducted during the semester holidays which were known as 'Practical Training' at UPM's Farm Section. Practical exposure for agricultural activity includes industrial crops (rubber, palm oil, coconut, coco, coffee and tea), fruit crops, design crops, cow, goat and chicken breeding. This practical training was very beneficial as a preparatory training for basic agriculture before heading for practical training in government agencies in the second year and private agency in the third year. Farm Division had a very wide area with multiple activities being conducted such as rubber tapping, collecting palm oil, and maintaining the area of agricultural crops, working as agricultural farm employees and given five ringgit allowance per day which was enough for food and to survive. It was a precious experience indeed. Even though it was rather a tiring job, but it was worth it because we got to taste various fruits and fresh chicken eggs. The instructors were the Agricultural Assistants and sometimes, Agricultural officers were also involved in teaching us.

I was offered a job as an Agricultural Officer at UPM's Farm Division in April 1985. The main responsibility I

had was teaching. I was involved in teaching 'Farm Work Training' - LKL 222 Farm Crops. At that time, Farm Division was able to offer its own course(s) which were compulsory subjects for the Diploma in Agriculture, Diploma in Animal Health, Diploma in Agricultural Engineering, Diploma in Human Development, Bachelors in Agricultural Science, Bachelors of Education (Agricultural Science) and Bachelors of Science Agribusiness. Other courses that was offered were Farm Work Training (LKL – 8 courses) and Training for Farm Share (LLK- two courses). The teaching activity was the main reason why many students got the opportunity to be offered jobs as an Agricultural Officer and Assistant Agricultural Officer as well, as the numbers offered for the post of Agricultural Assistant increased too due to the increase in numbers of students learning the course.

As an Agricultural Officer at Plantation Crops Unit, Plantation Crops Branch, other than the main duties, I was also responsible to manage the Daily Management Unit and maintenance of the Farm's crops such as planting paddy, groundnut, banana, papaya and sugar cane. All these crops were planted for teaching and research purposes.

In the year 1998, the Farm Division was closed and the name was changed to University Research Park where the function was altered in line with the name change from

Universiti Pertanian Malaysia to Universiti Putra Malaysia. Bachelor of Agricultural Science was replaced with Bachelor of Science Bio Industry and due to limited numbers of students in Diploma program intake, many of the staff were transferred to other centres. It was a precious four years experience in Bioscience Institute; controlling and managing research activities.

In the year 2002, the name of University Research Park was changed to University Agricultural Park. Thus, with the change of name, teaching became the core business as well as other services. Agricultural Officers from other faculties and centers were transferred back to TPU for the purpose of teaching students. The responsibility remains the same till now which gave importance to teaching and research as well as managing the center even though the activities were not like before.

In line with the objective to uphold the standard of Agriculture in UPM, it was the responsibility of all staff to contribute ideas related to agriculture in order to ensure the high standard that was set can be maintained. The excellence in agriculture should be brought back by applying a few strategies so that transformation process could be implemented effectively. The plan to implement Urban Agricultural concept definitely will help to raise the standard of agriculture.



# JOURNE

## to Canadian Prairies

• Mohd Syafik Mohamad Hamdan  
(Bsc. Agri, 2012)

**Y**es! We made it! It was indeed an exceptional experience for the four of us as pioneers for the International Green Technology Development Internship at HELP International, Center for Ecology Research and Training, Weyburn, Saskatchewan, Canada. The trip which lasted three months starting from September 1 until November 30, 2012 was organized by HELP International (HELP), a charitable nongovernmental organization (NGO) founded by Mr. Rodney Sidloski, a returning agricultural aid worker who spent eight years in Africa's emergency and development programs under the U.N., CARE, and WUSC.

My teammates which include Mohd Syamil Rosli, Nur Nazurah Azaman and Noorhanin Dzulkfli and Ayumi Fukushima (another intern from Japan), experienced the management of 260,000 trees in different super low cost and low maintenance innovation nurseries. These were floating tree nurseries for diverse species, bunching nursery, and total density nursery. Apart from that, we were also given the opportunity in wrapping and boxing process of 13,000 trees for winter storage and involved in mechanized fall field planting of 20,000 tree seedlings for farm yard shelterbelt around Weyburn which was the latest HELP's innovation. As the tree production manager, I still remember the tree species which I have to take care of such as Hybrid Poplar, Oak, Choke Cherry, Buffalo Berry, Dogwood, Green Ash, Pine, Spruce, Willow and the Canada's trademark; Maple tree!

such as styrofoam milling by using adaptive technology to create 50m<sup>3</sup> styrofoam beads for soil conditioner and oil spill mopper.

As interns, we were given a variety of roles including technician, manager, trainer and researcher in variable situation such as warm, cold, dry, windy including wide diversity of programs. We were also given a chance to exchange and explore the Canadian culture when we were involved in a community program with the Canadian school students and farmers across Saskatchewan during the tree planting activities. Besides that, HELP also exposed the interns with innovative culture and technology in Saskatchewan through the educational visit to SaskPower Greenhouse and Stewart Steel Incorporation factory.

eco-tour to the Banff National Park to explore the natural habitat and wildlife of Canada's Rocky Mountain and Conifer Forest over there.

For the four of us, the three-month internship program was a memorable experience and it also has a significant impact in our training to be a better technician, manager, researcher, and trainer for Malaysia's agriculture sector. We also gained comprehensive exposure on the green technology and Canadian Prairie culture as expounded by Mr. Rodney Sidloski. Sidloski believes and continues to prove that it is possible to carry out more effective aid and poverty alleviation at a far lower cost with far more sustainable results for both human and natural environment. He inspired us to develop a sustainable community by leveraging on simple technologies for manufacturing new products

### I still remember the tree species which I have to take care of such as Hybrid Poplar, Oak, Choke Cherry, Buffalo Berry, Dogwood, Green Ash, Pine,...



During the internship period, each of us was responsible to carry out several simple horticulture and green technology researches such as drought resistant tomato experiment, the potential of cardboard and grain bag as tree mulch pad, phytoremediation and tree whips proliferation in as little as ten weeks! We were also exposed to handle the first zero waste facility in Canada where applied research was carried out to convert 100% of household waste into new products

As a social part of the internship, we were permitted to visit a Malaysian family in Regina and celebrated the Eid al-Adha in Saskatoon with the Malaysian Student Association in the University of Saskatchewan which is also known as one of the world's top agriculture university. It was an enjoyable moment for us to participate in the pumpkin carving activity during Halloween festival and later given a tour around the university. As a reward for our hardwork, HELP sponsored the

from waste, proliferating trees at low to zero cost and phytoremediation applications for nutrient recycling and habitat development.

We would like to thank Universiti Putra Malaysia, Faculty of Agriculture, our family, friends, and the sponsors in their contribution to support UPM's internationalization program. Lastly, we would like to express our utmost congratulation in completing the most aggressive and challenging internship in Canada!

Universiti Pertanian Malaysia, 1996: An important event was taking place – the birth of UPM Medical School under the Faculty of Medicine & Health Sciences. For the first time in history, UPM started its intake of 51 medical students. I was one of the fortunate ones who managed to transfer course, i.e. from Veterinary Medicine to the medical program. Several of us were graduate students (e.g. biomedicine, biochemistry degree) with excellent results in their first degree. It was also around this time, with its new identity (with Faculty of Medicine & Health Sciences, Faculty of Design & Architecture), UPM evolved to its current name - Universiti Putra Malaysia.

## Made in UPM Medical Doctor The First Batch Experience

• Dr. Phang Cheng Kar (Doctor of Medicine, 1999)

Since we were the first batch of students who went through the medical training, there were a lot of challenges. The 'medical school' started off as a small department with only three senior lecturers; Prof. Dr. Mumtaz (anatomy and head of department), Prof. Dr. Nustrat (physiology) and Prof. Dr. Naseem (biochemistry). For more than a year, we were drilled with anatomy, physiology and biochemistry knowledge by our motherly lecturers. Most classes were held in the ex-Fishery faculty building (I still remember the fish pond and aquariums); the current impressive Faculty of Medicine and Health Sciences building was not ready until around 2004.

Our journey was really tough; no seniors to guide us, no past year's exam questions to refer to, no complete library, and even no certainty that our program could be accredited later. Naturally, we were extremely stressed-out. Realizing that we needed mega dose of motivation, we were sent to the Outward

Bound School, Lumut for character building and personal development. It was indeed a wise decision; we had plenty of fun - jungle trekking, solo camping, kayaking, flying fox, etc. After that, we returned with greater determination and resilience to march on with our training.

After about one and a half years of training and first professional examination, a second wave of medical lecturers arrived; this included Prof. Datuk Dr. Mohd. Sham Kassim (first Dean) and Professor Dr. Jammal Ahmad Essa (second Dean). We were glad that our 'family' grew bigger

and we were exposed to a variety of medical knowledge like microbiology, pathology, pharmacology, behaviour science, and research methodology. In 1999, after three years into the program, we graduated with our medical science degree (first part of the program). Though it was only half way to what we aimed – a medical degree (M.D.), we were very happy to know that we could continue our training in Hospital Kuala Lumpur (HKL). Earlier, we joined the program with the understanding that we may need to continue the second part of our training in overseas countries. So, we were greatly relieved when



told that we could proceed with our clinical training locally; able to save a lot of money for our parents and receive training in a reputable hospital.

### Clinical years in Hospital Kuala Lumpur (HKL):

At HKL, being the first batch, we were constantly under a lot of pressure. We were often scrutinized and compared to others (e.g. the Universiti Kebangsaan Malaysia medical students, who were there before they got their new hospital in Cheras). Lecturers had to ensure that we were on par with other

UPM for us), we often had to stay overnight in the hospital for on-calls.

### Rural posting in Kuala Pilah:

Among the more relaxing clinical postings that we had was rural posting under community medicine. We had a memorable time with the villagers, especially the children. Our classmate's (Dr. Radhiyah) father was a medical assistant of a community health clinic over there. Hence, besides the formal clinical experience, we had a lot of wonderful informal visits and sharing. When I recently overheard students related their

century medical doctors from UPM. We were so thankful and proud when our lecturers congratulated and addressed us as doctors for the first time. Now, it has been twelve years since we graduated and I am grateful to say that we are doing well in various fields of medicine. We no longer doubt, "UPM first batch, ok or not?" Many are already medical specialists and surgeons. Some are having very successful private practice and a few are actively involved in community service. Three of us have returned to UPM as medical lecturer; Dr. Maiza (O & G), Dr. Harianti (Public Health) and me (Psychiatry).

**We were glad that our 'family' grew bigger and we were exposed to a variety of medical knowledge like microbiology, pathology, pharmacology, behaviour science, and research methodology.**



As I'm writing this, I wonder who among us will be the first Tan/ Puan Sri, Datuk, Datin, Professor, etc – story to be continued, maybe another twelve years from now. Meanwhile, as I walk around my faculty, I often smile to myself and proudly think, "I was part of this when it all started – there'll never be another first batch experience. We made it despite all the challenges; we're no 1 – the first and the best!"

medical students and eventually turn out to be 'good products.' Hence, our training was super tough. For example, we need to deliver thirty babies before we could sit for our obstetric and gynaecology posting examination (the current medical students are shocked whenever I tell them this). Not surprisingly, although we stayed in the nearby Menara Orkid Apartment, Sentul (rented by

experience in their rural posting (still in Kuala Pilah after so many years), I smiled with sweet memories, "Yes, we were there as well, many years ago."

### Graduation of the first batch of UPM medical doctors:

In 2001, forty five of us finally graduated with our medical degree (M.D.) - the first batch of twenty first

\*Dr Phang is the author of "No Worry-Lah, Be Happy – A Medical Student's Motivational & Inspirational Guide." This book contains various stories, quotations, poems, similes, cartoons and articles that he used to motivate and inspire himself when he was a medical student in UPM. The online version of the book is available at <http://tinyurl.com/no-worry-lah>

# 2013 so far... Alumni Activities

10 JAN 2013 • **SANTAI ALUMNI ZON UTARA**

Distinguished UPM Alumni Lecture Series "Pertanian Memajukan Negara"

Caption 1: Tuan Haji Arifuddin bin Habib, alumni UPM 1981 was given the honour to share his experience and thought on agriculture sector.



## JALINAN SILATURRAHIM ALUMNI ZON UTARA

Caption 2: Sharing moment and reminisce memory among UPM alumni North Zone





6 FEB 2013 • **SANTAI ALUMNI UPM@UPM**  
Caption: Celebration of UPM Vice Chancellor's appointment with UPM Alumni



8 MARCH 2013 • **DISTINGUISHED  
UPM ALUMNI LECTURE SERIES  
"MEMARTABKAN BAHASA,  
MEMBINA NEGARA"**



614  
Caption: YBhg. Dr. Awang Sariyan, Director General, Institute of Language and Literature Malaysia (DBP) delivering his lecture on strengthening national language in Malaysia



Highlights

6 APR 2013 • PAUPM'S BOWLING TOURNAMENT



27 APR 2013 •  
PAUPM'S ANNUAL GENERAL MEETING







12 MAY 2013 • **JALINAN MUHIBAH**  
**ALUMNI JAKARTA INDONESIA**



Highlights

# UPM Alumni Day 21 May

16 MARCH 2013 • KEJOHANAN FUTSAL AMAL ALUMNI UPM 2013



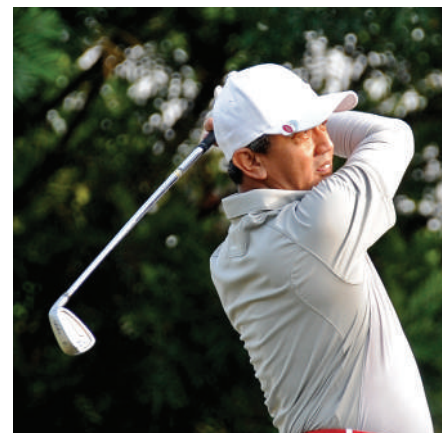
17 MAY 2013 • MAJLIS KESYUKURAN



21 MAY 2013 • **SERDANG HERITAGE "MEMACU LEGASI KECEMILANGAN BERILMU BERBAKTI"**



16 JUNE 2013 • **GOLF AMAL UPM**



# Welcome Visitors to Alumni Centre

27 FEB 2013 • VISIT FROM UNIVERSITI UTARA MALAYSIA



26 MARCH 2013 • VISIT FROM POLITEKNIK SEBERANG PERAI



Bengkel “Merekayasakan Pertanian dalam Bidang Pendidikan dan Penyelidikan” yang diadakan pada 9 Mac 2013 ini merupakan satu program inisiatif Persatuan Alumni UPM dengan kerjasama Pusat Alumni, Fakulti Pertanian & Kolej ke 5 UPM. Bengkel ini bertujuan mengumpul para pakar dalam bidang pertanian khususnya dalam kalangan alumni UPM dan bukan alumni bagi menjana idea merekayasakan bidang pertanian di Universiti Putra Malaysia.

## Bengkel Merekayasakan Pertanian dalam Bidang Pendidikan dan Penyelidikan

• Nor Khamisah Muhammad (B.Communication, 2006)

Ini susulan, menyahut saranan kerajaan menjadikan UPM sebagai salah satu entiti tersohor dalam bidang pendidikan dan penyelidikan terkemuka di dunia. Bengkel ini juga diadakan bagi mengenal pasti program dan strategi untuk menghidupkan semula pendidikan dan penyelidikan pertanian agar UPM dapat mengembalikan semula kegemilangan bidang pertanian sebagai satu tuntutan strategik dalam pembangunan ekonomi negara.

Seramai hampir 120 orang jemputan menjayakan bengkel “Merekayasakan Pertanian dalam Bidang Pendidikan dan Penyelidikan” dan antara tetamu kehormat yang hadir adalah Tan Sri Dato’ Dr. Mohd Noor Ismail, Tan Sri Datuk Abdu Razak Latiff, Emeritus Prof. Dr. Abd. Rahman Arrof, Emeritus Prof. Dr. Rahim Sail, Dato’ Seri Sye Razlan Jamalulail, Dato’ Aziz Bakar, Dato’ Prof. Lar. Dr. Elias@Ilias Salleh, Dato’ Haji Ali Nordin Wahiduddin, Dato’ Aliasak Hj Ambia, Dato’ Azhar Ismail, Datin Paduka Prof. Dr. Fatimah Ashad, Dato’ Dr. Hashim Wahab, Dato’ Dr. Idris Abdol, Dato’ Kamaruddin Kachar, Datuk Syed Abdul Rahman dan Dato’ Mohd Arif Othman.

Pada bengkel tersebut, sebanyak 10 topik yang dibincangkan yang mana Tuan Hj. Ghazali Selamat bertindak sebagai koordinator dan moderator program adalah YBhg. Prof. Dato’ Dr. Makhdzir Mardan.

### Objektif bengkel

- Melaksanakan arahan kerajaan supaya UPM memberi fokus kepada pengajaran/ pembelajaran serta penyelidikan dalam bidang pertanian dan bidang-bidang yang berkaitan dengannya;
- mengenal pasti program dan strategi untuk meningkatkan pengajaran/pembelajaran serta penyelidikan dalam bidang pertanian dan bidang-bidang yang berkaitan dengannya;
- mengenal pasti agensi/institusi dalam dan luar negara bagi menjalin kolaborasi dalam memperkasakan bidang pertanian dan UPM;
- mengenal pasti cabaran, halangan, peluang serta kemudahan-kemudahan bagi menghasilkan graduan yang berkebolehan tinggi serta produk penyelidikan yang boleh meningkatkan pendapatan negara serta kesejahteraan dan kualiti hidup masyarakat;
- mempertingkatkan kedudukan UPM sebagai institusi pengajian tinggi yang terkemuka di dalam dan luar negara dalam bidang pendidikan dan penyelidikan pertanian.





# Sehari Bersama Pro Canselor UPM

9 June 2013 •



**Friendly Golf between UPM and Pro Chancellor team**



**Friendly talk with community campus and UPM students**





# Malaysia Global Outreach in Cambodia



20 June 2013 • **Knowing You Cambodia**



21 June 2013 • **Malaysia Alumni of Cambodia Gala Dinner**



21 June 2013 • **Round Table Discussion with Malaysia Embassy Of Cambodia, Malaysian Business Council of Cambodia, MyAlumni Consortium and Malaysia Alumni Council of Cambodia**



Highlights



PERSATUAN **UPM** UNIVERSITI PUTRA MALAYSIA  
UPM ALUMNI

# FORUM Perlukah Menjenamakan Semula UPM ?

25 June 2013 •





# UPCOMING EVENTS

11 Sept

Distinguished  
UPM Alumni  
Lecture Series

UPM Bintulu



21 Sept

Boling Amal  
Alumni UPM 2013

Mines Bowl



24 Sept

Putra  
Ambassador@  
Bintulu, Sarawak  
& Alumni  
Mentorship  
Program

Bintulu Campus



1-3 Nov

Malaysian  
Global Outreach  
in Vietnam

Vietnam

23 Nov

Golf Amal UPM  
Staffield Country  
Resort, Mantin  
Negeri Sembilan



27 Dec

Jalanan Alumni  
UPM Zon Borneo

Universiti  
Malaysia Sabah

Dec

Malaysian Global Outreach  
in Saudi Arabia

Riyadh, Saudi Arabia



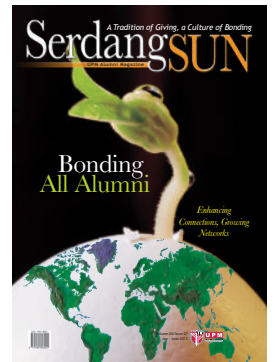
# Giving Back to UPM

We welcome our alumni to promote their business in UPM Alumni Magazine 'Serdang Sun'. Advertising in this magazine is a great way to let UPM alumni and friends know about your product, service, event or organization.

For your information, all payment made will be channelled to the Tabung Dana Wakaf Ilmu UPM.

Listed below are our ad rates.

No.	Category - Ad Size	Price
1.	Page (Full)	RM3,000.00
2.	Page (Half)	RM2,000.00
3.	Page (Quarter)	RM1,000.00



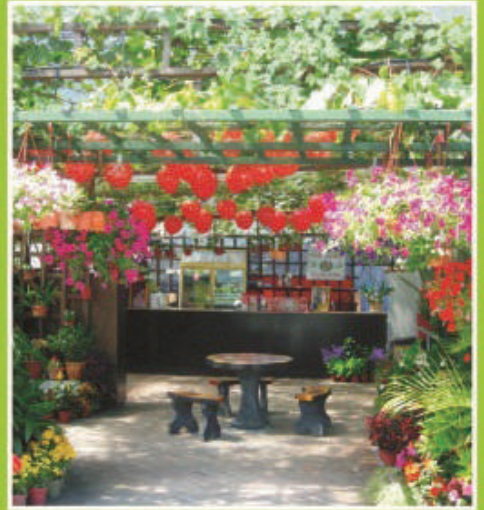
## Contribute to Alma mater

Serdang Sun welcomes contributions in the forms of article, feature stories, alumni news to ensure the content of the magazine is relevant and appealing to the readers. Photos must be in high resolution and submitted as jpeg file. All published articles do not necessarily reflect the views of the Editor, UPM alumni or the university, nor does the Editor take responsibility for errors on fact that may be expressed by the writers and we also have right to edit submissions of style and length.

Send your interesting story, thought and views to [alumni@alumni.upm.edu.my](mailto:alumni@alumni.upm.edu.my).

The collage displays various content from the magazine, including:
 

- An article titled "A Journey of Giving & Serving" featuring a portrait of a man in a suit.
- A cover titled "SECURITY In Social Networks" with a red padlock icon.
- A cover titled "PROFITING FROM MALAYSIA'S ECONOMIC TRANSFORMATION PROGRAMME" with a large yellow banner.
- A cover titled "UPM Alumni Weekend 2011" with a group photo of people.
- Several smaller article snippets with text and photos.

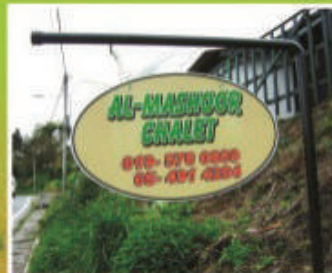


**Al Mashoor Strawberries  
Kuala Terla  
Mula di buka pada  
1 Januari 2012**



# **TAMAN AGRO AL MASHOOR KG. TAMAN SEDIA Cameron Highlands**

Masuk Percuma / Free Entrance  
Open Daily From 8.30am to 5.30pm



## **PINES & ROSES HOTEL**

Tel : 05-491 2203  
H/P : 012-561 7678 (Hotel)

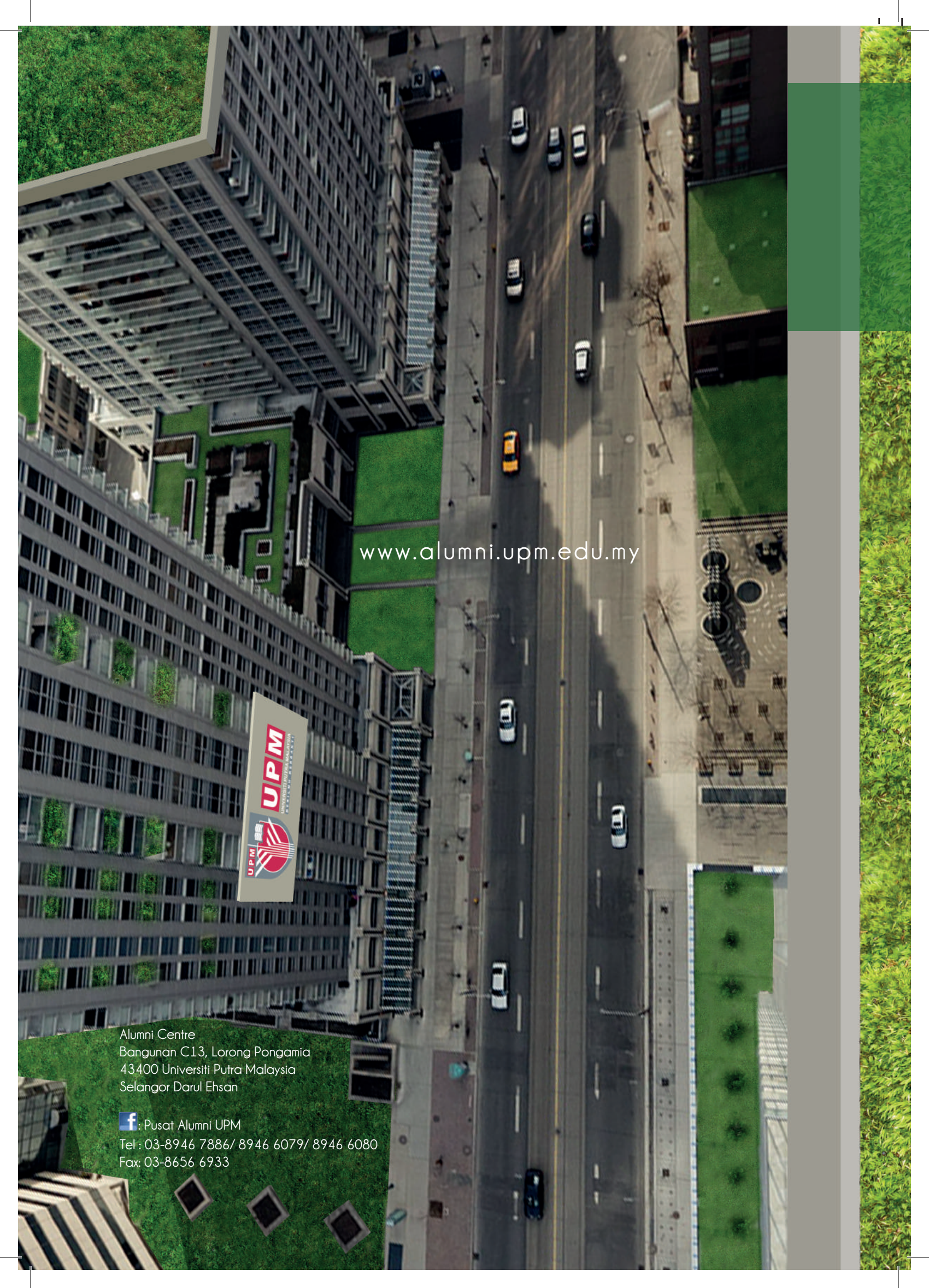
## **AL MASHOOR CHALLET / APARTMENT**

Tel : 05-491 4204

<http://tamanagro-almashoor.com>


Contact No : 0195760669 / 054914204

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[www.alumni.upm.edu.my](http://www.alumni.upm.edu.my)

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