

a tradition of giving, a culture of bonding

SERDANG

SUN

ALUMNI
MAGAZINE

ISSUE 21 • 2020

Enhancing Goal striving,

well-being
& Hope
for Global
Excellence



Aini
Srikandi*
& Legacy



Covid-19 Outbreak in Malaysia
Timeline & Community
Participation



Readiness in Facing a
New Norms Era of Financial
Challenges

contents



FEATURES

- 4** Enhancing Goal Striving, Well-Being and Hope for Global Excellence
- 10** Aini: *Srikandi** and Legacy
- 14** UPM - A Global Reputed University
- 18** Surgeon: An Eagle's Eye, A Lion's Heart

CONTRIBUTIONS

- 20** Covid-19 Outbreak in Malaysia: Timeline and Community Participation
- 24** Making their Marks as World-Class Maestros
- 30** Belgium Aid Project to UPM Re-Visited
- 38** Readiness in Facing a New Norms Era of Financial Challenges

CAMPUS PORTRAITS

- 42** Looking for Opportunity to Do Better
- 44** Fruit in the UPM Orchard
- 46** Ambitious Young Academic

HIGHLIGHTS

- 48** Highlights of Alumni Activities (January – December 2020)

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voice of the chief editor

Resilient as One, Together We Triumph

In the midst of this COVID-19 global pandemic, we face many unprecedented extraordinary challenges. This pandemic forced Malaysia to initiate the Movement Control Order (MCO) which took effect on 18th March 2020, then we moved into the Conditional Movement Control Order (CMCO) and later to the Recovery Movement Control Order (RMCO) in order to curb the spread of the COVID-19 virus. These enforcements also indirectly resulted in many UPM's event cancellations and postponements such as 44th UPM Convocation Ceremony. For Alumni Centre, two of our signature programmes were UPM Alumni Day 21st May and Homecoming were also postponed due to these unfortunate circumstances.

Many of us are in search of the best practices for virtual interactions, both personally and professionally when it became clear that social gatherings were not going to be possible for a while yet. We turned virtual, and began exploring digital technologies to ensure that our alumni remain connected to one another and to our *alma mater*. We introduced the webinar series, Alumni P.K.P (*Prihatin, Kolaboratif, Proaktif*) that bring together alumni professionals in the community to share their expertise and work experiences with the students, staff and community.

The theme of this current issue is Alumni Global as we feature the roles of our alumni in the health and safety fields. Indeed, there are many unsung heroes among us who have come forward to serve humanity and the community well-being for a better life and more enduring future for all. The publication also highlighted our former Vice-Chancellor, Prof. Datin Paduka Setia Dato' Dr. Aini Ideris (January 2016 – June 2020), for her leadership qualities and contributions towards UPM. While she was the Vice-Chancellor, the university had succeeded in maintaining its excellence as a leading university at both the national and international levels. It is hoped that you will enjoy reading the articles: "UPM – A Global Reputed University"; "Surgeon: An Eagle's Eye", "A Lion Heart", "Belgium Aid Project to UPM Re-visited"; "Making their Marks as World Class Maestros"; and many more in this magazine.

We cannot direct the winds but we can adjust our sails. We will ride through this storm together. We hope 2021 are going to be better year for this world.



Features

Enhancing Goal Striving, Well-Being and Hope for Global *excellence*

Writer: Dr. Mohd Mursyid Arshad (Alumni Class 2008, 2010, 2016)
Faculty of Educational Studies

Mr. Lim Huck Siang (Alumni Class 1996)

Evolving through Experience: Turn the Vision into Reality

The evolution of technology has and continuously provides us with rich and colourful opportunities. The art of blending two heterogeneous fields has been indeed reflected and cohesively harnessed by Mr. Lim Huck Siang, a holder of Bachelor of Engineering in Electronic and Computer Engineering, and an Alumni of Class '96. In conjunction with this edition of *Serdang Sun*, a representative of its editorial board, Dr. Mohd Mursyid Arshad had a virtual session with him on 9 September 2020 to seek his opinion regarding the importance of the culture of giving back to the *alma mater*. The talk also touched on his views regarding UPM current achievements and future preparation by student especially of the global impact of Covid-19 on the recent and upcoming graduate employability prospects. His family has been a true inspiration and pillar of strength for this Bukit Mertajam boy. His academic journey both at SMJK Hua Lian Taiping and UPM was furthered enriched with his involvement in both business planning and investment strategy in

mobile financial services and digital banking industry. He is our nation's representative at a global level.

"During my 1st year in Universiti Putra Malaysia (UPM), I began my adventure in this unique specialization. I had the pleasure to meet well-known professionals and practitioners from the industries. This university gave me a wide range of opportunities to develop my knowledge, skills and the right attitude. It was during these times that I improved my English and learned how to live in a multicultural environment - which is an added advantage in later years. With my job, I met a lot of interesting people from around the world".

Mr. Lim had the opportunity to pursue a career in telecommunication industries. As a leader, he successfully positioned his company as industry leader and acquired market dominance of telecommunications interconnect settlement solutions across Asia Pacific region. Climbing the rung from a junior engineer to top management was a challenging process. Today, he is the Vice President of Mobile Financial Services at Huawei Technologies, Shenzhen, China.





This is an encompassment of his multitudes of roles and involvement within a mobile technology industry.

“My work at Huawei Technologies laid the foundation for everything that happened next in my career. But I almost didn’t get the job. It is essential to grab an opportunity when you see it, especially if it is unexpected. It was a vision I always had in the back of my mind – I’m going to find a way to bring the new telecommunication innovation to more people. By offering an ideal-cost, user-friendly devices, I have been able to create early lesson on what did not exist before, as long as I am clear about my aim, share my passion and bring others especially my subordinates along with me.”

Mr. Lim said the culture of giving back to their *alma mater* must be cultivated among all former students, making alumni associations very important for the school and the community as a whole. “UPM alumni are all over the world, involved in a wide range of expertise and skills. Some are involved in their own businesses, some are experts in their field and some are even leaders. Everybody plays an integral part in building this nation. The alumni association gives us the opportunity for networking”.

When asked for good advice for future students, he would have to say that having the passion inside of you which ignites your interest for learning and discovering knowledge will certainly bring positive energy and change the way you look at things and the work that you do. UPM is the place that allows you to try new things, to succeed or fail and definitely help in one’s success, but you also need to be proactive, ask questions, be critical and take advantage of all that UPM has to offer.

“Managing a profit organisation is about managing the people and leadership. It shows the quality of the individual and how we manage people around you. Leader always looks only at the grass, sometimes not even the fruits up on the trees, but a great leader will look at the whole forest. Make people dream the undreamable, do the impossible. My basic philosophy is always inspiring and nurturing people around me and mentoring them to do well will bring them to better height”.

As a leader one has to have the power to imagine and to visualize. Mr. Lim said “It is truly vital for all people to have a deep passion for whatever they endeavour, which can trigger an adrenaline rush and to never give up”. He continues on the constantly changing

expectations of life which require students to have different experiences of living. “Having academic competency without a distinct character will place them in the sea of the mediocrity. Thus, they need to be creative, vibrant, independent, street smart and to be able to make a significant difference in not only their lives but for those around them”.

Mr. Lim emphasised that as a university student, one must not restrict oneself simply to attending classes. “This is the period in life that helps to equip us with the relevant soft and communication skills which will enhance our personality once we enter the workforce, more so during this post Covid-19 pandemic – resilience, thinking out of the box, upskilling and reskilling”.

Furthermore, Mr. Lim added that UPM students need to prepare for the unexpected with contingency plans, the most unexpected moment may be the one that matters most. “Know your goal and pursue it relentlessly and do not be afraid to fail. No one gets everything right the first time around because you will stumble and fall along the way. People underestimate the value of failure. But every time that happens, as a student, you get better, smarter and those lessons will help you get where you want to be eventually. You need to develop your competency consistently”.

Features

Miss Shomy Hasan Chowdhury (Alumni Class 2019)

Bringing Excitement in Volunteerism

Shomy Hasan Chowdhury is a multi-award Water, Sanitation and Hygiene (WASH) activist from Bangladesh, with a vision to ensure access to clean water and sanitation among vulnerable population benefitting over 150,000 people in Bangladesh. Shomy graduated in Economics from Universiti Putra Malaysia, and was one of the first international students to received Putra Icon Award. The student leadership awards are an initiative of the Student Affairs Division and aim to recognise students of UPM for the quality of their engagement with the University and the wider community. The Putra Icon award is to recognise an individual and or a group that demonstrates a significant impact working around issues of multiculturalism and understanding diversity among the communities and consequently served as a role model to peers and colleagues.

Shomy has received many recognitions for her social work of over a decade, notably the President's Volunteer Service Award (Gold) in 2012 from President Barack Obama for her outstanding contribution to community service. Furthermore, Shomy is the Co-Founder of global youth-led org Awareness360, a US State Department Alumnus, a Global Citizen Youth Advocate, the Asia Representative of the Commonwealth Students' Association, a Global Changemakers Fellow. She participated actively as a Royal Commonwealth Society Fellow, Youth Advisory Board Member of Youth Combating NTDs, a certified Commonwealth Leader, policy team lead at Commonwealth Youth Forum 2020 International Taskforce.

Shomy's experience in UPM has been extremely pleasant. She states, "I made friends from different countries who I am still in touch with, learned about different cultures, and accustomed myself to the vibrant and diverse Malaysian atmosphere. Due to my frequent trips abroad I missed a lot of classes and I had to depend on the support of my lecturers and friends. My biggest asset from UPM is my teachers. I found a father figure in one of them, whose blessing has been paramount and is the best part of my student days".

Shomy was appointed as a Global Youth Ambassador, a TEDx Speaker, and an International Election Observer. She has been a Judge for several events in various international platforms including The Diana Award, Hult Prize Foundation, the Queen's Commonwealth Essay Competition, Commonwealth Youth Program, Global Changemakers and more.

"I am extremely fortunate to have studied in UPM, where everyone including my Dean of Faculty and Vice Chancellor were very





supportive of my activities. I also enjoyed travelling around beautiful Malaysia a lot. As I look back, I miss sipping on “Teh Tarik” at *mamaks*, going on long drives to unknown destinations, roaming around my green campus, and seeing my beautiful friends at the university café every day. I have been to many states of the country, and hope to return someday to cover the rest”.



Shomy regularly delivers keynotes address in international events such as at the Global Citizen Festival 2017 in Central Park, New York attended by over 60,000 people. She received the 2020 Diana Award and 2019 Princess Diana Legacy Award.



Features

Rijve Arefin (Alumni Class 2019) Determination Today Leads to Success Tomorrow

Rijve Arefin is a bright alumnus of the Faculty of Economics and Management at UPM. He is a Youth Activist and an Education Campaigner contributing towards achieving the Sustainable Development Goals (SDGS). He is the Founding Co-Chair of global youth-led voluntary organization "Awareness 360", which is currently operating in 23 countries. During Covid-19, Rijve and his team members provided food and hygiene relief to hundreds of marginalized community members. Currently he is running the Awareness 360 Facebook Live Series hosting different skills and all discussions for our members featuring outstanding young people from all six continents

He is a Royal Commonwealth Society Fellow, a Global Youth Ambassador of "Their World" led by British Former First Lady Sarah Brown, Founding Campus Director of Hult Prize Malaysia at UPM, Asia Regional Working Group Member and the Malaysia Rep of the Commonwealth Students' Association, Country Director of Malaysia at the Global Entrepreneurship Bootcamp 2018, Deputy Regional Director of Hult Prize Regional Finals-KL 2019 and is involved with many other local and international platforms. He strongly believes in the power of youth to make this world a better place.

"I broke my leg on my first day in Malaysia, and was stuck in my dorm room for 3 months. Soon after, my teachers and friends embraced me, opening their hearts and making me truly feel like home, away from home. The huge, eco-friendly UPM campus is what caught my attention in the beginning. I could not have survived this journey without the support of my teachers and friends," said Rijve Arefin lovingly of his deep faith in UPM. Since he commenced his journey in UPM, he has always tried to open new doors of opportunities for UPM students.

Most recently, in his capacity as a Royal Commonwealth Society (RCS) Fellow, Rijve was invited to the RCS International Meeting in London, UK, where he was honoured to meet with Her Royal Highness the Duchess of Cornwall Camilla, the Commonwealth Secretary General Rt Hon Patricia Scotland QC; the Rt Hon Lord Ahmad of Wimbledon, Minister of State at the Foreign and Commonwealth Office; Helen Jones MBE, Head of Programmes and Youth of the RCS; High Commissioners, and many other dignitaries.

Rijve Arefin is a passionate community development practitioner currently working as a Youth Development Consultant at South Africa based org CIVICUS. He is a Royal Commonwealth Society Fellow, the Director & Curator of multiple TEDx events, the Asia Regional Committee Member of the Commonwealth Students' Association, Deputy Director of 2019 HP Kuala Lumpur Regional Finals at Hult Prize Foundation in year 2018.

He is the pioneer of Hult Prize at UPM, and under his leadership, three teams represented UPM in 2018. He himself has been invited to the Regional Finals and Awards Ceremony in Boston, USA. He was very excited because he was selected as the top three teams of the Hult Prize at UPM and was competing in three global regional finals. Rijve was a leader to the teams to Kuala Lumpur, Singapore and Cairo. He believes that this will give UPM an enhanced exposure in the global arena. Rijve is also serving a key role in the core organizing committee of the Regional Final in Kuala Lumpur. He has also been selected for having a special role during the event. He will participate in the Hult Prize On Campus booth at the Hult International Business School in Boston, showcasing the great job he did while conducting a successful local Hult Prize competition in UPM.

He is a former Country Director of Global Entrepreneurship Bootcamp, a Their World Global Youth Ambassador, and is involved with several other international organizations. A proud Economics graduate from Universiti Putra Malaysia, Rijve received the Putra Icon Award for his all rounded extraordinary performance.



When asked for good advice for future students, he had this to say that the passion inside you which ignites your interest for learning and discovering knowledge will certainly bring positive energy and change the way you look at things and the work that you do. Rijve said, "My biggest achievement of this journey was crossing path with my most favourite professor, who I now consider my father. I am thankful to everyone who made my UPM life unforgettable. I am a proud UPM alumnus, and will continue to be an ambassador of this institution. I believe that every journey must come to an end, but we must make sure we leave a legacy behind".

As a community organizer and advocate of the global goals, he always empowered young people for sustainable development and he is passionate about building platforms for different stakeholders to come together and find innovative solutions to the world's pressing problems. "I exercised this passion during my student days at UPM, which ultimately led me to becoming one of the first-ever international students to be recognized with the Putra Icon Award for my all-rounded performance". He is continuing the same in his home country Bangladesh, using his knowledge and experience to give voice to the unheard and visibility to the unseen.



Aini

Srikandi* and Legacy

Writer: Assoc. Prof. Dr. Mohd Izani Mohd Zain
Centre for Corporate Strategy and Relations (CCSR)

Aini Ideris was born on March 23, 1953 in Kota Bahru, Kelantan to Idris Abdullah and Che Wook Ujang. Her early education was at the Sekolah Tun Fatimah, Johor Bahru. She obtained her first degree in Veterinary Medicine (DVM) at Universiti Pertanian Malaysia (UPM), followed by a Master of Veterinary Science (MVSc) at the University of Liverpool and PhD at UPM. To further strengthen her expertise in veterinary medicine, Dr Aini underwent Postdoctoral training at the University of California, Davis, USA (1990-1992) and in 1993, was awarded the Asian Development Bank Fellowship Award for a Postdoctoral training at Cornell University, USA.

Professor Aini's charisma as a great human being and leader with a high work ethic, competitiveness and resilient is not only based on academic achievement but through personality building nurtured by good early family upbringing. Prof. Aini's personality development was greatly influenced by her very close relationship with her father who was a very dedicated teacher with the right attitude towards education which made Aini what she is today. Apart from that, Prof. Aini's personality building was also attributed to her active involvement in associations, cultural and sports activities at school.

Throughout her career at UPM, Prof. Aini has gained various excellence awards and recognition both locally and internationally. These included the National Academic Award (AAN) 2010; Product Innovation and Commercialization Award 2011 (prestigious Award for Academy); Top Research Scientists (TRSM) 2013; Lifetime Achievement Award - Academic & Veterinarian at Livestock Asia 2018 and the Workers (Women) Award 2019 in conjunction with CUEPACS 2019 Labour Day celebrations and the National Occupational Safety and Health Award 2019 for Best Chief Executive Officer (Public Sector) Category 2019.

Internationally, she was presented with the Matsuda Award 2018 by the International Society for Southeast Asian Agricultural Sciences (ISSAAS); the Millennium Academic Achievement Award at The Millennium World Achievement & Recognition by the International Rotary Club and the CHT International Awards; CHT Pursuit of Excellence Education Award 2020.

Footnote: *Srikandi* in Malay Language means a brave female leader



In conjunction with the 51st Mauritius Independence Day celebration organized by the High Commission of the Republic of Mauritius, she received an appreciation letter for her role in fostering good relations with the Mauritian government 1996.

After leading Universiti Putra Malaysia (UPM) for four years and six months, Professor Datin Paduka Setia Dato' Dr. Aini Ideris ended her service as its eighth Vice-Chancellor. Prior to her appointment as the Vice-Chancellor, she was the Deputy Vice Chancellor (Academic and Alumni), the Director, Corporate Strategy and Communications Office (CoSComm), Dean of the School of Graduate Studies (2001-2008), the Deputy Dean, Faculty of Veterinary Medicine (1992-2001) and the Head Department of the Veterinary Teaching Hospital.

Throughout her tenure as the Vice-Chancellor of UPM, Dr. Aini has introduced several important

initiatives to boost level of quality and excellence in UPM. Such initiatives included the introduction of the concept of *Ihsan*, solidarity #WeLoveUPM, strengthening UPM visibility and leading UPM's international reputation and rebranding of Putra Bakti.

Introducing *Ihsan* Pillars of Excellence

Prof. Aini introduced the concept of *Ihsan* when she realised that the culture of excellence in the real sense needs to be appreciated by every university community in

every field. *Ihsan* includes every good deed or work performed well, skillfully, and efficiently, to achieve perfection, have high quality and excellence. She believes that the value of *Ihsan* should be elevated as one of the university's core values and simultaneously being used as the pillar of UPM's excellence. This value is in line with 'professionalism' or high-quality work efficiency to produce perfection. The practice of *Ihsan* is also in line with UPM's motto, "With Knowledge, We Serve" when excellence and high quality of work will bring greatness and changes or reform to the society.



Features



Solidarity #WeLoveUPM

Ihsan is not just a pillar of excellence, but a foundation that transcends UPM's strength to face the challenge of excellence. Therefore, Prof. Aini wants *Ihsan* to be embedded in all UPM community conscience with a strong spirit of consensus and unity. This consensus is very important as UPM is planning a future plan or a transformation to continue the legacy of excellence beyond the year 2025. The *Ihsan* consensus beyond 2025 will be able to boost UPM's excellence to a higher level of sustainability with solidarity and a strong sense of belonging. The campaign of self-belonging among UPM community is strengthened when Prof. Aini introduced the hashtag #WeLoveUPM. For that, a sculpture of #WeLoveUPM was built next to the Great Hall of Sultan Salahuddin Abdul Aziz Shah, Universiti Putra Malaysia, with contributions from UPM alumni. The #WeLoveUPM sculpture is now the main attraction for visitors and UPM community to take photos, especially in the convocation season.

Strengthening UPM Visibility

Prof. Aini believed that the advancement of digital technology and the vibrancy of social media should be utilised by university staff to make UPM more visible globally. Moreover, the digital era has changed the way people of the world work and act in line with the impact of globalization. Information is easily disseminated and accessed through social media by the general public and this can further stream lines the information delivery process that helps to enhance UPM visibility. She also strongly encouraged UPM staff to continue using social media such as Facebook, twitter and LinkedIn to pen their activities and achievements for the same purpose.

Rebranding Putra Bakti Programmes

Under her leadership, volunteerism continues to be a culture in UPM. She has rebranded the community



service program to a new name called Putra Bakti Program. The rebranding also meant that all volunteerism programs at UPM could be mobilised in an integrated manner and have a high impact through careful planning by making UPM a university that contributed to the welfare of the community. Through the Putra Bakti program, UPM has mobilised the resources and expertise available to develop the community with various initiatives implemented on a scheduled and periodic basis. Almost all UPM students are involved in voluntary programs through multiple entities and various programs created at UPM. During her tenureship also, waqaf, zakat and endowment get even more active through the establishment of Wakaf, Zakat and Endowment Office (WAZAN) which is a new entity of Vice Chancellor's Office.



Leading UPM's International Reputation

Under her leadership, UPM continues to build an international reputation with various achievements globally. In the context of ranking, UPM boasted a glorious accomplishment when it was among the 15% of the world's best universities in 2019. UPM, for the first time, managed to enter the 200 best universities in the world by being ranked at the position of 159 (compared to the position of 202 in 2019) Quacquarelli Symonds (QS) World University Rankings (QSWUR). UPM jumped to 132 best universities in the world in the QSWUR 2021. UPM ranked the second-best in Malaysia and ranked 33rd at the Asian level. Apart from that, UPM also excelled as the best university in the country when it was in first place in the UI GreenMetric World University Ranking. At the world level (UI GreenMetric World University Ranking), UPM jumped to 28th place in 2019 compared to the 32nd place in 2018.

Prof. Aini as an Inspirer

A good leader is a leader who can inspire others to do things with excellence and quality. This can be seen through the professionalism, high culture and work ethic. Prof.

Aini has a high level of commitment in everything she does, whether as an academic or a university leader. She is always positive, and the term 'cannot' in carrying out a task does not exist in the dictionary of her life. She sees the challenge as an opportunity and always challenges herself to overcome it. Therefore, Prof. Aini will ensure that she provides the best in the aspects of teaching and learning, research, professional services, administration, and others. "If we have a good track record, it is easier for us to convince others to trust our talents and abilities. We must be role models who can be emulated and be a source of inspiration to others", Aini explained.

As an individual who introduced the concept of *Ihsan*. Prof. Aini always keeps reminding UPM staff about the principle of *Ihsan* so that they continue to strive to carry out the trust and responsibility given to them in the best way possible and at the excellent level. This concept includes emphasising integrity in their work culture. She was a strong believer in *Ihsan*, as shown by her in many occasions such as in research so that it gained a lot of recognition at the national and international levels.

Prof. Aini has a great ambition to see UPM not only function as an ordinary university, but a park of knowledge and thinking that is able to generate people with character, high personality and admirable personality. According to her, the university is not a factory that generates a knowledgeable and highly skilled workforce, but human beings who can lead the community and utilize the knowledge they have for the well-being of the country and the world. Prof. Aini also believes that if students, lecturers and all UPM staff appreciate the concept of *Ihsan*, they will be able to boost the image and reputation of the university in the eyes of the world. According to her, UPM always strives to transform UPM students, lecturers and citizens for the better. In fact, university residents appreciate *Ihsan* and always give their best in everything they do so as to be a part of respected UPM brand.

Indeed, throughout her role as the Vice Chancellor, Prof. Aini has exhibited decisive and exemplary leadership. UPM is very indebted to her.

UPM

A Global Reputed University

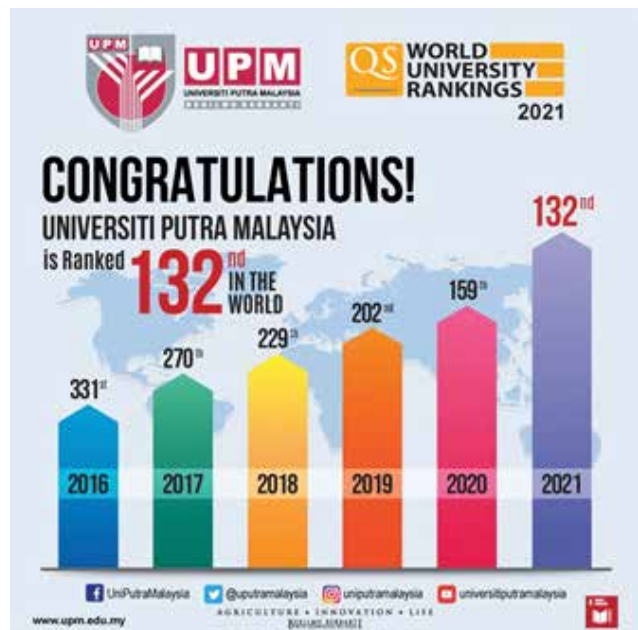
Universiti Putra Malaysia (UPM) is continuously enhancing its global reputation by consistently upgrading its university ranking level. Numerous international rating agencies have evaluated and bestowed high appraisal marks to UPM. Among them are QS World University Rankings, QS Top 50 under 50, QS Asia University Rankings, QS World University Ranking by Subjects, Times Higher Education (THE) World University Rankings, Times Higher Education (THE) Asia University Rankings, Times Higher Education (THE) University Impact Rankings and UI-Greenmetric World University Rankings 2019.

Writer: Noor Mohamad Shakil Hameed
 (Alumni 2001 & 2010)
 Centre for Corporate Strategy and Relations (CCSR)

QS WORLD UNIVERSITY RANKINGS

For the first time in its existence, UPM unprecedentedly manages to clinch a place among the 150 best global universities when its rank was elevated from 159 in 2020 to the 132 top university hierarchy for the 2021 year of assessment. This achievement demonstrates that UPM has never faltered in its climb to the top position in the world academic ranking for the last 7 years consecutively. In the year 2019, UPM chartered an historical breakthrough when it gained entry into the 200 best global universities category and consequently accomplished one of the Putra Global 200 objectives in upholding UPM brand as an international status university.

QS World University Rankings 2021 based its evaluation on six main indicators, namely, Academic Reputation (40%), Employer Reputation (10%), Students and Lecturers Ratio (20%), Citations and Lectures Ratio (20%),





UPM is able to maintain its position as the second best university in Malaysia after University of Malaya in the last four years. It is considered the best Malaysian university in terms of having the most number of PhD qualified lecturers and the highest number of foreign students. UPM's excellent performance is also shown by other indicators, which are Academic and Employer Reputation, International Academic Staff, International Students, International Research Network and International Exchange Students to UPM (Inbound Exchange Students). Note that UPM first began to leap forward in the QS Asia ranking in 2014 at 76 position, in 2015 (66), 2016/2017 (49), 2017/2018 (36), 2019 (34), and eventually in QS Asia 2020, it was in the 33rd placement.

International Lecturers (5%) and International Students (5%). UPM rapid climb to the top 150 in the QS World University Rankings began in 2015 (376 position). Then it went up further in 2016 (331), 2017 (270), 2018 (229), 2019 (202), 2020 (159) and in 2021 (132). This is indeed a rare achievement for a young university of less than 50 years old.

QS TOP 50 UNDER 50

In Top 50 under 50 2020 ranking evaluated by Quacquarelli Symonds (QS), UPM secured number 12 position among the world best universities. The QS Top 50 under 50 system of evaluation uses almost the same indicators as that of the QS World University Ranking mentioned above.

QS Top 50 Under 50 ranking was introduced by QS in 2013 so as to list out the best 50 global universities that are less than 50 years old. Since 2017, UPM achieved the 17th placing and thus putting it among the top 20 world best universities within a span of 5 years. Generally speaking, UPM is considered among the best universities in the fraternity of young universities.

QS ASIA UNIVERSITY RANKINGS

UPM managed to reach the 33rd placing among the best universities in Asia, according to the QS Asia University Ranking 2020 by scaling to another rung placement, and thus enabled it to be placed among the 1% group of the best universities in Asia. In this evaluation exercise, 11,900 universities in Asia were evaluated using the aforementioned criteria.



*in 2014
at 76
position, in
2015 (66),
2016/2017
(49),
2017/2018
(36), 2019
(34), and
eventually
in QS
Asia 2020*

Features



particular university. On the other hand, 50% of QS ranking evaluation emphasises more on the university academic and employer reputation as a measurement of a university visibility.

UPM was among the universe 600-800 coterie of the best universities

In the THE World University Rankings 2020, UPM was among the world 600-800 coterie of the best universities, encompassing also the three other research universities (RU) of Malaysia, videlicet., Universiti Kebangsaan Malaysia, Universiti Sains Malaysia and Universiti Teknologi Malaysia.

QS WORLD UNIVERSITY RANKING BY SUBJECTS

UPM succeeded in placing 12 of its subjects to be included in among the best 200 universities in the world based on the criteria set by the QS World University by Subject in the 2020 ranking. At the same time, it maintained the international 100 position in Agriculture & Forestry subjects. Besides, 22 subjects in UPM are within the scope of the 400 best ranking subjects. Among the criteria used to qualify into this ranking category are: 1) Establishing global academic reputation; 2) Employer reputation towards graduates; 3) High impact research (citation); and 4) H-Index.



TIMES HIGHER EDUCATION WORLD UNIVERSITY RANKINGS

In conjunction with the QS Quacquarelli Symonds published ranking, Times Higher Education (THE) published a series of ranking indicators that were accredited as the source of reference or benchmark on the performance of universities throughout the world. THE evaluation focuses on research and innovation as more than 60% of its assessment is based on output and quality of research of a



THE evaluation was more focussed on research and innovation as more than 60% of its assessment was based on output and quality of research of a particular university



TIMES HIGHER EDUCATION (THE) ASIA UNIVERSITY RANKINGS

UPM succeeded in holding on to its bastion position in THE Asia University Rankings 2020 when it attained the 145th rank of the best in Asia. This acknowledged UPM as having making the highest leap forward among the local universities. The leapfrog over 43 hurdles testified to UPM immense devotion towards undertaking intensive research and innovation each year. More than 60% of the ranking indicator assessment was in the area of research, particularly those published by Elsevier Scopus.



TIMES HIGHER EDUCATION (THE) UNIVERSITY IMPACT RANKINGS

THE introduced a new ranking, scilicet, THE University Impact Rankings, since 2019. This ranking appraisal is for those higher education institutions that incorporate policy and initiative strategy that contribute towards Sustainable Development Goals



(SDG) so as to live up to the World 2030 Agenda. UPM latest ranking in this category is at 200 placing as compared to that of last year at 300 placing. Undoubtedly, this indicates UPM continuous and consistent support in the implementation of the SDG initiative.

UI-GREENMETRIC WORLD UNIVERSITY RANKINGS 2019

UPM reputation as an exemplary pioneer of green campus of Malaysia is recognised nationally and internationally by various organisations. In 2019, UPM was allotted a 28 global placing by UI-Greenmetric World University Rankings as the main forerunner of green campus effort in Malaysia for 10 successive years.

UI-Greenmetric ranking methodology that is more focussed on maintaining green campus sustainability has become UPM benchmark in undertaking any sustainability initiatives. Among the indicators references in the ranking evaluation for sustainability initiatives are Setting & Infrastructure, Energy & Climate Change, Waste Products, Water, Transportation and Education. These ranking references also contribute in the implementation of SDG initiatives in achieving the World 2030 agenda.

CONCLUSION

UPM uses international ranking and rating as one of the prime indicators in implementing performance measurement to evaluate achievement and reputation at the local or global levels. Feedback from this evaluation is used as guidelines and references in improving the quality of education, research and the international standard of university service.

The overwhelming success of UPM based on these international standard protocols can be attributed to co-operation and commitment of the entire UPM staff. The success of the university also takes into account the local and international alumni who are determined to place UPM, their alma mater, at the highest international standing or reputation. This is in line with the UPM's vision to be a university of international repute. The excellent achievement will intensify UPM's efforts to keep on overcoming its weaknesses and underpin its sturdiness by utilising a more strategic approach in leaping higher in the future. This achievement will not only assist UPM in hurling towards for more excellence stage, but also be making a meaningful contribution to the well-beings of the community and the progress of the nation.

Surgeon

An Eagle's Eye, A Lion's Heart

Writer: Dr. Ibrahim Mohamed
(Alumni Class 1975)

Please describe yourself.

Hello everyone! I'm Dr Kiran Kaur, currently a practicing General Surgeon at Columbia Asia Hospital, Klang. I live with my parents in Kajang since I was born until I joined Universiti Putra Malaysia (UPM) in 1997. After completing my primary and secondary education at SRK and SMK Convent Kajang, respectively, I spent a good 9 years at UPM, Serdang. I first joined the Diploma in Animal Health and Husbandry for a year and subsequently completed a Degree in Biomedical Science. Being the top student in the year of my graduation, 2001 and rewarded multiple achievement awards, I was offered to join the Faculty of Medicine as an academician and to pursue my post-graduate studies. However, I chose a different path. I did not join the post-graduate programme or leave the University to explore the working world. Instead, I decided to enroll myself into the Medical programme. That was an excellent decision I made, as that has enabled me to embark on an interesting and very fulfilling journey.

Being a modest yet very confident and hardworking person, I am constantly looking for ways to improve myself. I continued learning while practicing as a Medical Officer. I took up a very challenging field - Surgery. Being a female in this male-dominated field, the journey wasn't a smooth sailing one. Yet, with all the support and encouragement from my family and good friends, I achieved my dream of becoming a surgeon. I have been a surgeon since 2014 and I truly love what I do.

What makes you really love your work and what is your philosophy in managing yourself.

I love what I do and that makes it easy for me. Surgery is a very satisfying and fulfilling field. Being with patients from the first moment they walk through your door, following them through surgery and recovery is a very heart-warming journey. I believe, being able to make a difference in someone's life is a gift.



My philosophy is always to maintain a good work-life balance. Despite having a hectic work schedule, I make it a point to never neglect spending meaningful and adequate time with family and friends as they mean a lot to me.

Tell us briefly about your experience studying in UPM during your time.

As I mentioned earlier, I spent nine years at UPM. That's almost a quarter of my life! I joined the Diploma programme for a year and subsequently spent three years completing my Degree in Biomedical Sciences; followed by five years in Medical School.

As part of our training during Diploma in Animal Health and Husbandry, we had to attend practical sessions at the farm. We stayed on the farm for six weeks; where I learnt how to ride a horse, milk a cow and shear a sheep. These are memories I will cherish forever. Never will I get the opportunity to do all these now!

University days were fun. I had many friends, studying together, hanging out together till late, laughing and joking into the night. No one had to go home early, no one was answerable to his or her spouse/parents for going home late. No commitments - just studying and having fun. Those were the best days of my life! We all shared similar goals. We stayed on campus; we lived with friends who eventually became families.

It was great that UPM allowed medical students to stay in residential colleges together with students from the other faculties. This allowed us to mix around and share experiences with the others; also learning what the others do in their respective fields.



Who do you miss in UPM and why?

Well, of course I miss my friends, my roommates and lecturers.

A few lecturers have been excellent mentors not only when we were in university but also after. They were always checking on us, guiding us, encouraging us to continue learning and maximizing our talents/ skills. We have been constantly reminded that education is the most powerful weapon which we could use to change how we think, how we view things, how we react towards people and situations. So, we continue to practice what we have been taught and pass on our knowledge to others.

What are your longterm goals in your career?

I am a practicing Surgeon at a private hospital now. It is every surgeon's dream to see/witness their patients recover well and walk home happy. Good surgical outcome is always our priority and main goal.

Besides performing surgeries, I hope that I will be able to join a teaching institution in the future -

to guide young doctors to achieve their dreams in this field. Currently, I am also an ATLS (Advanced Trauma Life Support) Instructor, where we train young doctors in managing trauma patients.

I would like to encourage women, young and old, to not fear but have courage to pursue their careers even in male dominated fields because the opportunity is there if they press on.

If given the opportunity, will you give back to UPM as your alma mater? What form of contribution can you do?

Without a doubt, the answer is Yes! I would love to teach and guide medical students and young doctors in this field. Knowledge is to be shared especially with the next generation. I will also be happy to help organize health awareness campaigns such as Breast Cancer Awareness as well as screening programmes for early detection of breast cancer.

Contributions



Covid-19 Outbreak *in Malaysia*

Writer: Assoc. Prof. Dr. Malina Osman
Faculty of Medicine and Health Sciences

TIMELINE AND COMMUNITY PARTICIPATION

Covid-19 hit the world since December 2019. It started in China, and currently having more than 80,000 cases with over 3000 deaths. The outbreak spread like wild fire to the outer world where WHO (World Health Organization) declared it as a pandemic on March 11, 2020. Since the outbreak of the disease, our government through the Ministry of Health (MOH) has implemented all of WHO recommendations for disaster preparedness. Efforts to raise awareness of the potential epidemic have been carried out since early January 2020. These were done through health promotion activities, circulars within government departments, collaboration between agencies and mass and social media.





The political crisis ended with the appointment of the new Prime Minister, YAB Tan Sri Muhyiddin Yassin, on March 1, 2020. Incidentally, the number of infection was on the increasing pattern.



The first case in Malaysia was reported on January 25, 2020. From February to early March 2020, Covid-19 outbreak in the country was still within the controlled range of only 22 cases registered. We were so relieved that no new case was detected until the end of February. Coincidentally, the country was facing a national leadership crisis, resulting in all preventive measures related to Covid-19 epidemic being left unattended. During that time MOH was struggling alone facing the outbreak without much help from the country's executive administration.

The political crisis ended with the appointment of the new Prime Minister, YAB Tan Sri Muhyiddin Yassin, on March 1, 2020. Incidentally, the number of infection was on the increasing pattern. The sudden increase was only realized a few days later. The number of new cases continued to grow until it was discovered that the dreaded disease was originated from a Congregational Mass in Seri Petaling, Selangor. The gathering took place from February 28 to March 1, 2020. In addition, there was a number of other social gatherings taken place during that period making it worse, prompting the MOH with all its agencies to intensify the recommended preventive measures.

One of the weaknesses during the early preventive attempt to curtail the spread of the Covid-19 pandemic was the lack of effective communication for the preventive measures to be complied with. It was observed during early February that the majority of people seemed to perceive that the issue was only confined to or related with the Ministry of Health.

The ban on traveling and government directives not to hold public gathering were mostly ignored. Even after the number of new cases was rapidly rising to the alarming level, many civil servants were still taking their children overseas during the first term of school holidays.

A brief study showed that for the people to take issue seriously, they would prefer to listen to people of authority or well-known credible icons. In other words, those in management or leadership should be of high standing before their advice or warnings could be taken beyond any shadow of doubt. This finding is useful so that in future we should select more authoritative person who could talk more convincingly to the public. Therefore, mistakes such as those that led to the flare-up of the "Tabligh Cluster" and obstinate determination to travel abroad can be avoided.

The government has taken drastic steps following the continued increase of the new infections. At that time, new daily cases reported were already above 100 cases. Through

Contributions

direct involvement of the Prime Minister, Cabinet Ministers and government agencies involved, further government edicts and information related to the pandemic were disseminated at every level of the society. This awareness campaign was transmitted through social media and shared by Netizens, especially regarding social distancing and personal hygiene practice, i.e. always washing hands and wearing face masks.

Due to the anticipation of a possible third wave of the outbreak, the government decided to impose Movement Control Order (MCO) for the public at large. The MCO was ordered for a period of two weeks beginning on March 18, 2020. This decision was intended to limit or curtail the transmission of the infection in the country. At the same time, the MOH through contact tracing and screening tests had doubled the efforts to enable more tests to be done for suspected cases. Strict public compliance to the Movement Control Order plays an important role in preventing further transmission of the virus to other parts of the country.

From public health perspectives, community participation is very critical to achieve success. Without the involvement and commitment of the community at large, the coordinated efforts is not effective or it may even be meaningless. This may lead to the failure of the

preventive measures that have been done to curb the spread of the disease. Unlike other medical sub-specialties which depend much on competency of the individual physician, management of community health is highly dependent on co-operation from the members of public.

During the MCO many Non-Governmental Organizations (NGOs) and individuals came forward to help and give support to the marginalized and disadvantaged. They also helped raise funds and provided personal safety equipment for use by the front-liners.

During this period, they assisted the most affected communities through food distribution, providing logistic facilities, assisting quarantine centres and gave counselling services to those in need.

Specific NGOs and volunteers come in with brilliant ideas and suggestions to facilitate the activities of the front-liners. One of the important contributions recorded was the establishment of a mobile screening station, which was fully equipped with physical structural barriers, air conditioning and appropriate ventilation facilities. Invention of fixed sanitizer with appropriate frame and pedal is another useful preventive tool provided.

Public and private higher learning institutions in the country were also actively involved in the process through constructing innovative equipment needed to prevent and control the outbreak. Universiti Putra Malaysia, through the coordination of Corporate Strategy and Communication Division, has unveiled a few innovations for the community

These included DIY face shields, hand sanitizer products and motorised robot that assisted in disinfection. In addition, lecturers and students shared their views and experiences using the mainstream and social media to address the latest issues related to Covid-19 pandemic.

The closure of the Covid-19 pandemic is still not known. It may go on for weeks or months. But we learned something good coming out from the outbreak of the disease. People from all walks of life, regardless of political inclination, ethnicity or religious belief, come in to help stop or reduce the number of those infected. These included senior politicians, officials from the Ministry of Health, NGOs, certain individuals and others. Thus, Malaysians should be thankful to them for the job well done during the difficult time of MCO because of the Covid-19 pandemic. It shows that we can be united in time of need for a good cause that distinguishes us from the rest of the world.



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Contributions

Making their marks as World-Class Maestros

[Maestro of Concerto, Thespian/ Filmography/ Orchestra Composer/ Director/ Researcher]

Writer: Baharudin Mohd. Shah
(Alumni Class 1984)



The third Chancellor of UPM (Universiti Putra Malaysia), Professor emeritus Tan Sri Dato' Dr. Syed Jalaludin bin Syed Salim (5.6.1994 - 17.4.2001) initiated the establishment of UPM Department of Music as part of the Faculty of Educational Studies (FPP) musical unit in the year 1995. However, in the following year 1996 it was transferred to the Faculty of Human Ecology (FEM) and began to take in students for its Bachelor of Music program, specialising in three (3) main areas such as Music Performance, Music Technology and Music Education. In its early years, it was quite difficult to get qualified music students, particularly those who had previous experience in playing musical instruments, as they would also be compulsory part of the UPM symphony orchestra. However, under UPM music department head at that time Dr Minni Ang Kim Huai (1996-2002), the department managed to attract many outstanding students after stringent auditions, who later would be making significant marks in the music scene at national and international levels. Among them are Associate Professor of Music of University of Malaya Dr. Loo Fung Ying (1998-2001), an accomplished pianist, Chief Executive Officer (CEO) of Cempaka Performing Art Company (CPAC), Mr Andrew Chan (1999-2002), a virtuoso violinist and, Chief Executive Officer (CEO) of Inner Voices Production house (IVP), Mr Fook Ken Hor (1998-2001), a dedicated trombonist and musical composer. They started their tertiary and formative lives in UPM (1998-2002) but later developed into different pathways in their musical career with some similarities and differences.

Associate Professor Dr. Loo Fung Ying (Alumni Class 2001)

Most parents believed that an early exposure to music can develop a child cognitive, psychomotor and affective or emotional skills later in life. This is especially true of Dr. Loo Fung Ying who had an early passion for piano since she was four (4). She also came from a conducive musical inclined family climate, where her parents and siblings regularly played the piano, listened to music and talked about music. She had a great rapport with her elder sister, whom she had

a deep admiration. She is Dr. Loo Fung Chiat, an Associate Professor of Music, and currently head of UPM Department of Music. According to her, "I followed my sister's footsteps to study music at UPM, Wales and Sheffield, as she's always been my mentor in piano performance, composition, and research." Inevitably, her career path seemed to develop in an almost parallel line to that of her elder sister in creativity and academic works.

She had a marvellous and enjoyable time in UPM while seeking knowledge and found the curriculum and lecturers contributed tremendously in the development of her future career. In her words, "The training in practical courses such as piano performance, composition arrangement, helped me in my career as composer and performer, while the theoretical classes such as performance practice, analysis, and history, helped very much in my career as a researcher." Remarkably, while busy studying, she completed her FTCL (Fellow of Trinity College, London) piano performance diploma from Trinity College of London.

always been interested in writing music since my training at Yamaha electone courses, and I was very excited every time I joined UPM's composition and arrangement classes. While I was waiting for my results and thinking of what's next, I got a job offer in this. Since then, I became a composer and performer with Dama, known as Dama Asia Productions since 2012, for fifteen years and we did twenty productions, five albums, and three sold-out musicals: *Empress Wu*, *I Have a Date with spring* and *Butterfly Lovers*. We performed at local and overseas concert halls and got exhilarating responses from the audience".



She did not believe in being idle as a way of life. While waiting for her final semester's results from UPM she was given an opportunity of a lifetime. She said intensely, "I was approached by a representative from Dama Orchestra to do music transcription and arrangement, and it was a miracle to me as I've

After UPM, she continued her studies in piano performance at Royal Welsh College of Music and Drama (RWCMD), and received distinction in her Master degree. Later she acquired a Doctorate in music from University of Sheffield in 2009. Again, amazingly, while still studying, she had the opportunity to give piano solo recitals at St. John Smith's Square and St. Martin-in-the-Field, and won a first prize at the Jacobson Piano Competition.

After receiving her doctorate degree from Sheffield, she worked as a part-time lecturer at UPM for a semester, and soon after that, she received a full-time permanent position as a senior lecturer at the Department of Music, Cultural Centre, at the University of Malaya. She enthusiastically elaborated, "I then became the Deputy Director of Postgraduate Study and Research at the centre for nine years from 2010 to 2018, and held positions such as Chair of Academic Programmes Accreditation Panel under Malaysian Qualifications Agency for PhD, Master, and Bachelor Degree's programs, Internal Auditor of Malaysia Research Assessment under the Ministry of Higher Education, and I was the former Associate Editor of Malaysian Journal of Performing and Visual Arts."

Of her academic achievement, she recounted, "Although I was trained in music performance, working at a research university led to publication of academic research articles in ISI- and Scopus-cited journals, and books. Grants are awarded by Ministry of Education. I presented my researches at local and international conferences, and received gold and silver medals at international research exposition. I was also invited to give keynote speech and research seminars at local and international universities." In her next career move in 2017, she was promoted to Associate Professor.



Contributions

“ As a music student, my major instrument is the violin and I was actively performing in the UPM Orchestra as a member of the 1st Violin.



Mr. Andrew Chan (Alumni Class 2002)

Mr. Andrew Chan first learned piano and violin at the age of six (6). He completed up to Grade 8 level of his musical skills during his secondary school year. He was also in a musical family environment as they always listened to music and played musical instruments. His sister, Associate Professor, Dr Clare Chan Suet Ching is currently a music lecturer in UPSI (Universiti Pendidikan Sultan Idris). Unlike her sister who studied in USM (Universiti Sains Malaysia), he preferred to study in UPM, as UPM offered a Bachelor of Music degree to USM's Bachelor of Art programme for music. He also loved the urban setting of UPM, located near the vibrant capital city of Kuala Lumpur and administrative centre of Putrajaya.

According to him, "Moving to Kuala Lumpur from Ipoh has opened up many opportunities and this began during my undergraduate years in UPM. I was actively involved in music performances and gigs as a violinist. I also had an opportunity to learn and study violin under various teachers and they helped me improve tremendously. During my Final Year, as a music technology major, I did my research in Music Coding and I learned the basics of coding to produce sound."

He further elaborated that, "As a music student, my major instrument is the violin and I was actively performing in the UPM Orchestra as a member of the 1st Violin. We also had many performances. It was good opportunity for us, not just to perform but to learn how to organise concerts. These are among the things I have learned and picked-up during my time in UPM and they relate to my work and career right now as Chief Executive Officer (CEO) of Cempaka Performing Arts Company Sdn. Bhd. (CPAC)".

His most memorable time during his three (3) years in UPM, was when he was a member of UPM chapter of UN's (United Nations) AIESEC (a French acronym for International Association of Students in Economics and Commercial Sciences). Through AIESEC, he met with participants from all over the world and learned a lot of things.

After UPM, he was immediately employed as a full time violin instructor at Cempaka International School. Later, according to him, "The school's Founder, Dato Freida Pilus wanted to develop



performing arts in Cempaka Schools and started a company for this purpose. It was named Cempaka Performing Arts Company Sdn Bhd (CPAC). After over a year in CPAC, the Head resigned unexpectedly, and I was appointed to take over as the Head. I took on the mantle as I believe that it will be a great opportunity."

He continued, "Part of the performing arts programme in Cempaka involved many stage performances and our highlight every year is the musical theatre production, performed locally and abroad, which I introduced in 2004. In 2017, we successfully staged our first original musical and named it CPAC's Alice's Wonderland, the Musical. We were recognised in the Malaysia Book of Records and the Ministry of Education, as the "First school to produce an original musical at a professional level".

He delightedly elaborated further that, "Our most recent achievement was winning awards at the 17th BOH Cameronian Arts Awards for our musical theatre production "Dames & Dimes" which was staged last year (2019). My challenge in all these achievements would be the fact that we are pioneers and we pursue new things. Therefore, we must upgrade and improve ourselves consistently, ahead of CPAC potential competitors".

Mr Fook Ken Hor
(Alumni Class 2001)

Unlike the above two (2) personae above, Mr Ken Hor learned the piano classical renditions at a latter childhood temperamental age of nine (9). Nevertheless, this inspired him and he fell in love with music, to the chagrin of his parents, since as the eldest of the family siblings, they earmarked him to be an optometrist so as to take over the family optometric business.



During his school days, however, this was very far from his mind as he was more interested in playing the trombone, where he was part of his school band. He said, "It was here that I began to take music seriously and I was interested in arranging and composing music, particularly for my school band."

Later on because of his excellent academic results and his skill in playing the trombone he was invited to study in UPM by Dr. Minni Ang, head of UPM music department, so as also to be part of the UPM Orchestra. With the blessing of his parents, he went to UPM. He enjoyed playing the trombone in the orchestra but he felt he

could not go far as a trombonist and began to put more focus in composing music.

He added, "During my second year in UPM and after getting permission from Dr. Minni Ang, I spent my time in the UPM music laboratory in learning the basic techniques of composing or scoring musical sounds. I have met some good teachers in UPM, where they are still my mentor." He produced some advertising jingle beats for Macdonald, Coca Cola and Pizza Hut and ringtone sounds for Nokia, Samsung, Alcatel and others. He also participated in the UPM internship programme earnestly before he graduated.

Contributions

“ It was here that I began to take music seriously and I was interested in arranging and composing music, particularly for my school band.”

Later he became the principal of Encore music school at Taman Tun Dr. Ismail, Kuala Lumpur, for two (2) years. Eventually, his passion for composing music never left him and he decided to go to America to seek more knowledge on musical scoring.

In 2004, Ken journeyed to California to study Film Scoring at the University of California Los Angeles (UCLA) for one year. Entrance into the university extended programme was based upon the song compositions that were submitted to them. Ken was lucky that his compositions were deemed worthy for admission to their programme. He learned hands-on writing music compositions with the big names in Hollywood in music scoring, such as those who made music scoring for the films, “Mission Impossible”, “Star Wars” and “Finding Nemo”.

After earning his Professional Certificate he worked as an assistant under veteran composer William Goldstein. This led him to spend another 3 years working in Hollywood. He would have spent more years there until he met Yasmin Ahmad, a Malaysian film producer, whom he admired, who encouraged him to look for opportunities in Malaysia. After considering all factors, he confided he missed home more.

In 2008, Mr. Fook Ken Hor returned to Malaysia and as a versatile songwriter produced several musical scores for various productions together with his business partner Lo Shi Seng and a group of A-list musicians under the name of Inner Voices Productions. The company detailed film scoring, commercial and albums; composition writing, orchestration and arrangement as among its tasks. Some of its products offers could also be found in CPAC.

He had a multi-ethnic interest in ethnic and world music. In 2008 and 2009, he staged a melting-pot musical showcase entitled “Let’s Go Mamak!” at KLPAC (Kuala Lumpur Performing Arts Centre.) which received overwhelming responses from the public. It also phenomenally swept 4th BOH Cameronian Arts Awards from Kakiseni Society (Persatuan Kakiseni) who in partnership with BOH Plantations, recognises excellence in the Malaysian performing arts.

He also managed to prove himself in making good musical film scoring for the Malay and Chinese Films. The music scoring for Syafiq Yusof’s last three box-office films “Misteri Dilaila”, “KL Special Force”, and “Abang Long Fadil 2” came under his company works. Besides commercial productions, Ken’s had

been writing concert-hall music regularly and had collaborated with Malaysian Philharmonic Orchestra, Malaysia National Symphony Orchestra, and Malaysia Traditional Orchestra and others. Ken also gave lectures and workshops at local universities. Currently he is part of a team in producing the Johor Darul Ta’zim (JDT) Football Club (F.C.) documentary, working closely with the Crown Prince of Johor (Tunku Mahkota Johor), His Royal Highness (HRH) Major General Tunku Ismail ibni Sultan Ibrahim.

Conclusion

The above personalities are maestros of their musical instruments, ingenious performance directors, terrific composers and great mentors/researches of their crafts. During their time in UPM they had an exciting and fascinating learning time. Upon graduation, they found satisfying and fulfilling career in pursuing their musical dreams, albeit, independently of each other in different fields and locations. After almost two (2) decades in the music industry more information about their works could be gleaned from the webs.

The three of them were proud of UPM and also regularly gave talks and classes in UPM to share their works and experiences. Their advice to budding musicians was to be well-disciplined and focus on their inherent talents and to take seriously UPM internship programme. Generally, they have a firm commitment to contribute as much as they can to UPM as alumni.



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Belgium

Aid Project to UPM Re-Visited

Writer: Prof. Dr. Shamshuddin Jusop
Faculty of Agriculture, UPM

Malaysians are usually fond of going to United Kingdom (UK) or United States of America (USA) for their higher education studies at Masters or PhD level for the reasons best

known to them. Notwithstanding, some Malaysians instead of going to UK or USA for their higher degree studies, they choose to go to continental Europe, especially to the Belgium universities of equivalent academic standing. One of the universities of choice for foreign students in Belgium is Ghent University, which was established in 1817. Ghent University is one of the top public universities in Europe. Currently, it is ranked among the top 150 in the QS World Rankings. UPM, on the other hand, stands at number 132 in the world academic ranking for the year 2021. The achievement of UPM is due in part to the contribution made by Ghent University professors and supervision of an expert.

in developing Malaysia offering Bachelor of Agricultural Science program (beginning in early 1970s), UPM received various technical aids and supports from many academic institutions overseas. For the Faculty of Agriculture, among the earliest country involved in giving the academic aid was Australia. Australian government provided scholarships to study in its many universities across the country, while senior academics of the universities gave innovative and useful ideas on how to structure UPM academic programs to keep it going in academia. The Australian Aid Program was followed in a big way by the Belgium Aid Project, which lasted over six years (1978-1983). It was in the Department of Soil Science, Faculty of Agriculture that the Belgians made the mark or concentrated their effort the most by giving specialized equipment (very crucial) and training to the young and up and coming soil scientists in the said department, including me.



Foreign students (from Bangladesh, Brazil, Pakistan and Malaysia) having a morning tea break at ITC in Ghent University

I feel great and happy to be an alumnus of Ghent University, a privilege not available to everyone in Malaysia. For that reason, registered as a student at the International Training Center (ITC) in 1980. For all you know, ITC was established within the Geological Institute of the Faculty of Science, Ghent University to train foreign students in the field of soil science. I submitted my thesis and graduated with a doctorate degree in Soil Mineralogy in late 1982. My time in Ghent University was an experience hard to come by and hence worth mentioned in this article.

The Early Years of UPM development

During the formative years of its existence as a public university

For all intents and purposes, Belgium professors and experts helped set up Soil Mineralogy Laboratory, Soil Physics Laboratory, Radiochemistry Laboratory and Analytical Laboratory Services in the Department of Soil Science. We know very well that a soil department is not complete without the support of Analytical Laboratory Services, with a clear mandate to analyse soil and plant tissue samples required by students and staff conducting research in the university. For each of the laboratories, a Malaysian counterpart was appointed to

handle the equipment under the supervision of expert brought from Belgium. From time to time, professors from ITC and the Faculty of Agriculture, Ghent University, visited UPM to check and reported the progress to the Belgium's government of the day. The leader of the Belgium Aid Project was Professor Marcel De Boodt who was the sitting Dean of the Faculty of Agriculture, Ghent University. Other established professors from Ghent who kept coming to visit the Department of Soil Science, UPM, to make sure that the project was run accordingly were Professor C. Sys and Professor G. Stoops.

Through this landmark project, the Department of Soil Science was fully equipped with the state-of-the-art infrastructure for research and development at par with the universities in the developed East and West. Among the sophisticated equipment provided were X-ray Diffractometer, Atomic Absorption Spectrophotometer, Auto-analyzer, advanced soil physics equipment, facilities for radiochemistry research and a high powered HP Computer. Thus, the staff of the department was ready to take off to the next level of academic endeavor in R&D and research publication.

Malaysians from many institutions (UPM, RRIM, MARDI, DOA, RISDA, FELCRA, FRIM and others) studied in Ghent University, either at MS or doctorate level. The first in the list of Malaysians graduated in Ghent University is Dr. Hari Eswaran. He not only was considered as the most qualified or well-known soil scientist in Malaysia, but also Southeast Asia. Eswaran used to teach soil science courses to Diploma of Agriculture students in the College of Agriculture Malaya at Serdang, the precursor to the present Universiti Putra Malaysia.

Dr. Hari Eswaran became a US citizen. Due a short illness, he died in Washington DC a few years ago. Being my teacher and a good friend, he taught me the finer points of soil science that made what I am today. After many years of being a key academic assistant to the late Professor R. Tavernier, who was the Director of ITC, Ghent University, Hari Eswaran moved to the United States. He took a senior position at the United States Department of Agriculture (USDA) in Washington DC, which is very prestigious institution, to say the least. While in Ghent University, many Malaysian students stood to benefit from his vast knowledge of tropical soil science and agriculture accumulated over the years while working at Ghent University.

Dr. Hari Eswaran (in the middle) talking to Tan Sri Dato' Dr. Syed Jalaludin (right), the Vice Chancellor of UPM, at a soil conference in Malaysia



Belgium Aid Project began in earnest at Universiti Putra Malaysia, Serdang, in 1978. I was then an up and coming pedologist working in the university, having an MS degree in soil science from Newcastle University, United Kingdom. A Belgian, Mr. Luc Maene, who was teaching at the University of Malaya (UM), Kuala Lumpur moved to Serdang when its Faculty of Agriculture moved to Serdang after merging with the Faculty of Agriculture, UPM. Once transferred to Serdang, Luc Maene wasted no time in his duty to work, teach (Bachelor of Agricultural

Science students) and conduct research in soil physics. He was the one responsible for setting up the foundation plan for the Belgium Aid Project in UPM. Besides teaching soil physics, he conducted research on the reclamation of sandy tin-tailings soils in Selangor for sustainable crop production under the guidance or supervision of Professor De Boodt of Ghent University. UPM awarded Mr. Luc Maene the Honorary PhD degree for his contribution to teaching; R&D and nation building that helped promote/maintain the smooth implementation of the Belgium Aid Project.

Contributions



A photograph taken in 2015 after dinner in honor of Mr Luc Maene of Belgium (standing in the middle)

Belgian Aid Project

The main objective of the Belgium Aid project was capacity building of the academic and support staff in the Department of Soil Science, Faculty of Agriculture, UPM. This was implemented via supplying special equipment required for teaching and R&D in soil science, awarding scholarship to study at MS or doctorate level in Ghent University and training of support staff who handled the specialized equipment in UPM. Some support staff were even sent to be trained by the experts in Ghent University. Like no other, this aid project was very comprehensive.

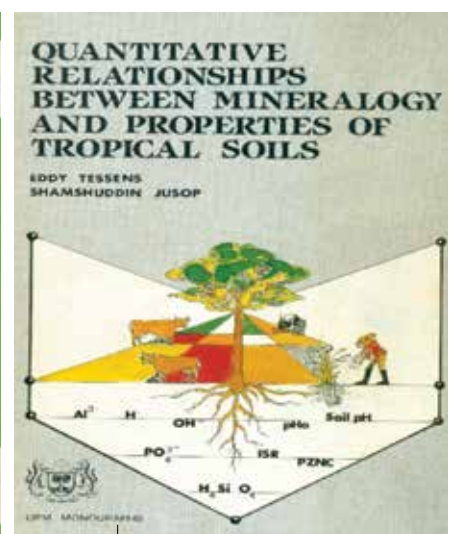
One of the tasks assigned to Mr. Eddy Tessens, a Belgium expert, was to teach me how to be a competent pedologist in Malaysia, i.e. soil surveyor. Among the first training that I went through with him was to conduct a detailed soil survey of UPM Farm, Puchong, Selangor, for 3 months. The report of the soil survey was published by the project in 1979. Besides, Tessens spent a lot of time working/teaching me how to study and describe soil profiles, routine soil analyses, X-ray Diffraction Analysis and thermal analysis. Most of the

analyses for my doctorate degree were analyzed using the equipment available in our laboratories under Tessens's supervision. I could not thank him enough for helping me to achieve the dream to be a true-blue academic in UPM. In return, I spent time helping and working with him to sample soils throughout Peninsular Malaysia for his research leading to the award of Doctor of Science in Ghent University supervised by

Professor Sys. Tessens and I wrote a book on Malaysian soils, which was published by UPM Press in 1983. It was this book that helped me obtained a long-term grant from Australian Center for International Agriculture Research (ACIAR) to study acid soils in Malaysia. The said prestigious project was funded by ACIAR that lasted for eight years - a great achievement for UPM and me.



Detailed soil map of UPM Farm in Puchong, Selangor



A book on the soils of Peninsular Malaysia

UPM academic graduated in Ghent University

Looking at the number of professors in the Faculty of Agriculture, it won't be surprised to note that many of them are from the Department of Soil Science (now named Department Land Management). Most of the professors or associate professors in the department are the graduates of Ghent University, either at MS or doctoral level. These included Wan Sulaiman Wan Harun, Mohd Khanif Yusop, Zaharah Abdul Rahman, Sharifuddin Abdul Hamid, Mohamed Hanafi Musa, Rosenani Abu Bakar, Siti Zauyah Darus and Hamdan Jol and me. Two of the professors are former Dean of the Faculty of Agriculture – Wan Sulaiman and Mohd Khanif. It goes without saying that the aforementioned academics owe much to Ghent University for their success in academia.

For my doctorate degree in Ghent University, I was placed under the care of Professor C. Sys (Professor of Tropical Soils and Land Evaluation), who acted as the Promotor (chief supervisor). I was co-supervised by Professor G. Stoops (Professor of Micropedology). By the way, Professor Stoops is a trained geologist, but like me most of his work is in soil science. Professor Stoops is still alive and as Emeritus Professor he spends time writing and doing other academic work.



Proceedings of the Technical Workshop on Soil Science organized by UPM/DOA/Belgium, Serdang, Selangor (November 8-10, 1983)

The end of the Belgium Aid Project

All good things come to an end, and so is the Belgium Aid Project that has contributed much to the development of Soil Science Department, UPM. It was really a privilege to work with Belgium professors and/or experts. To mark the end of the Belgium Aid Project in Malaysia, the then Universiti Pertanian Malaysia (UPM) in collaboration with the Department of Agriculture (DOA), Peninsular Malaysia organized a special conference. The proceedings of the conference were published in 1983 by UPM Press. The proceedings contain papers written from the studies carried out by the staff of both institutions funded by the Belgium government over the years of the project in Malaysia. It was a happy occasion for the participants and those responsible for the successful implementation of the project in Malaysia to meet friends and exchange notes.

Contributions

UPM-Ghent University Twinning Program

The ITC of Ghent University organized a get together for its alumni in Southeast Asia at Gadjah Mada University, Yogyakarta, Indonesia in 1993. Three Ghent University alumni from UPM (Rosenani Abu Bakar, Siti Zaayah Darus and me) attended the meeting. I put up a poster on my work at UPM using the modified/improved version of the equipment provided by the Belgium Aid Project. Belgium professors attending the meeting were impressed by the data I presented. After presenting the poster, Professor Stoops (the then Director of ITC) approached me. He told me that the time had come for an academic program of different nature to be set up at UPM, which was related to PhD studies funded by Belgium government.

Ghent University which helped train many academic staff of the Department of Soil Science, Faculty of Agriculture, UPM, saw an opportunity to add value to the already existing relationship with its

alumni working with UPM. Further idea of academic collaboration was conceived and subsequently implemented in mid-1990s. Through the able leadership of Professor G. Stoops, who co-supervised my doctorate thesis in Ghent University (1980-1982) assisted by Professor Eric Van Ranst proposed an innovative academic collaboration entitled "UPM-Ghent PhD Twinning Program". Professor Stoops was once the President of the prestigious Royal Academy for Overseas Sciences (ROAS) of Belgium, headquartered in Brussels. From Universiti Putra Malaysia side, the 6-year academic program, beginning in 1996, was headed by me, the sitting Head of the Department of Soil Science, Faculty of Agriculture.

When the MoA for the academic collaboration was officially signed by the two institutions, students from Indonesia (3), Thailand (1), Bangladesh (1) and Philippines (1) were given scholarships for four

years by the Belgian government to study at doctorate level. The students were to register with UPM School of Graduate Studies, but were required to spend one year in Ghent University to take up relevant courses as partial requirement for the award of PhD by UPM. The academic collaboration of this nature was unprecedented in the history of both universities.

While in UPM, the students were supervised by the academics of the Department of Soil Science, Faculty of Agriculture according to the rules and regulations imposed by the University Senate. Relevant professors from Ghent University were officially appointed as co-supervisors and they came to visit the students from time to time till the six students graduated. The PhD Twining Program cost about RM 1 million to the government of Belgium. For all intents and purposes, it was good-value for money spent or the cost incurred. It was worth the money and effort by both parties required to make the project a success. It could have cost more money if the PhD students were to be placed in Ghent University, Belgium. Come what may, in the eyes of the Belgium government, Universiti Putra Malaysia had by then already attained the standard of education it was looking for. UPM was then recognized on its ability as a center of education comparable to those in the developed East and West. Three of the six PhD students funded by Belgium Government graduated in the year 2000, a dream came true for me. For UPM, being recognised that way was indeed a big bonus. It is an honor of the highest standing in academia.



The PhD Twining Program graduates of 2000 after their convocation in UPM [From left: Dr Dian Fiantis (Indonesia), Dr Renato Boniao (Philippines), Prof Shamshuddin and Dr Somjate Pratummintra (Thailand)]

When Dian Fiantis, Renato Boniao and Somjate Pratummintra were spending their one year research in Ghent University, I went to check their progress. During my presence, we took the opportunity to conduct their comprehensive examination, which were attended by Ghent University professors involved in the UPM-Ghent University PhD Twinning Program. During the trip to Ghent to see the students, I had the opportunity to discuss further academic collaboration related to R&D, tapping into the expertise and the availability of sophisticated equipment in Ghent University. Professor Stoops, Professor Van Ranst and other professors co-supervising the six students at UPM often visited UPM to check the progress of the students.



A photograph taken with Professor Stoops at his house in Antwerp, Belgium



A photograph taken at the Department of Soil Science, Faculty of Agriculture, UPM (From left: Somjate, Professor Stoops, Professor Van Ranst, Professor Shamshuddin, Dian and Renato)

On graduation, Dian Fiantis went back to Andalas University, Padang, Indonesia. With hard work and excellent academic standing she was appointed as a full professor at a very young age of less than 40. Professor Dian Fiantis who is now a well-known academic in Indonesia still in working collaboration with me in R&D and publication in high impact journals. She often comes to my laboratory in the Department of Land Management for consultation, bringing along with her some students from Andalas University. The last time she visited me for discussion was late 2019. Her excellent academic reputation not only being recognised in Indonesia, but also Australia, Belgium and USA. As recognition for her academic excellence in soil science/agriculture, she was appointed as Honorary Professor in the University of Sydney, Australia. She is now a world-class professor, getting recognition not only in her homeland (Indonesia), but also overseas. She is a UPM alumnus whom I have great respect for her achievement in academia.

With hard work and excellent academic standing she was appointed as a full professor at a very young age of less than 40.

Dr Renato Boniao, on the other hand, has also made his name academically at his homeland of Mindanao, the Philippines. He was appointed as a full professor soon after he graduated from UPM in 2000. He took an early retirement from the university he was working with to get a senior position with a NGO in the Philippines. Early 2020, he and his wife (a senior official of the Philippine government) paid me a courtesy call at my office in the Department of Land Management, Faculty of Agriculture, UPM, for which I cherish for life. I have never expected him to be at my office without notice. But I love his appearance at my office just the same.



Having lunch with Professor Dian Fiantis (right) accompanied by her students at Astana Putra, UPM in late 2019

Contributions



A photograph with Renato Boniao and his wife at my office in early 2020



At the YTL Building in Kuala Lumpur waiting to see the Ambassador of Belgium at his office (From left: Shamshuddin, Khanif and Wan Noordin)

Future Academic Collaboration with

Belgium universities

We were told by His Excellency the Ambassador of Belgium in Kuala Lumpur (Mr Pascal Gregoire) that so far about 500 Malaysians graduated from Belgium universities, but most of them studied in Ghent University. Once there was an alumni association for Belgium universities alumni in Malaysia, but has since ceased operation. His Excellency the Ambassador of Belgium invited a few Belgium universities alumni to meet him at his office in 2019 for a short discussion. Among the agenda discussed during the meeting that day was to revive the alumni association for the good of everyone. For the 2019 Belgium Independence Day ceremony, many alumni of Ghent Universities were invited to the Belgium House in Kuala Lumpur to celebrate the occasion.



A photograph taken at the Astana Putra, UPM, for a get together in the presence of His Excellency the Ambassador of Belgium (middle) on January 18, 2020



A photograph taken with Mr Pascal Gregoire (middle), the Ambassador of Belgium at the Embassy in Kuala Lumpur on May 2, 2019



With His Excellency the Ambassador of Belgium in Kuala Lumpur for the 2019 Belgium Independence Day celebration (From left: Mohd Khanif, Mr Pascal Gregoire, Wan Rashidah and Shamshuddin)

Lessons learnt from the *Belgians*

These are what I feel about the Belgian professors/experts who helped UPM staff achieve their dream to be the academics of substance in Malaysia or even in Southeast Asia:

1 The way the Belgium professors treated us cannot be described by words. During my visits to Ghent I was treated as equal, or shall I say a friend. I was elected as a Corresponding Member of the Royal Academy for Overseas Sciences of Belgium in 1999. It was nominated by Professor Stoops himself, who was then the Vice President of the prestigious Academy, established in 1929 by the order of the King of Belgium. When they were in UPM, we took good care of their daily requirement. When I went to Belgium for academic purposes (meeting or presenting seminar) they returned back the hospitality we used to offer them. To me, that is what true friendship in academia is all about.

2 The work culture of Belgium professors/experts is worth emulating if UPM were to be in business in the long run as an academic institution of higher learning with international reputation. For instance, in the laboratories at the Department of Soil Science, Faculty of Agriculture, we often complained during coffee break about the lack of facilities to conduct basic and/or applied research. But Eddy Tessens (my Belgian counterpart) worked tirelessly/continuously in the laboratory, even during the fasting month. He obtained data worth presenting in conferences overseas and/or international journals. One of his landmark papers was good enough to be published in the like of Soil Science of America Journal, which was among the best in business at that time. For all you know, Tessens worked in the same laboratories in the Department of Soil Science that we were complaining about. The normal complain was equipment not sophisticated enough to produce good data worth published in high impact journals.

3 How the Belgium professors treated their students is equally amazing. After graduation, I went back to Ghent University three more times paid from the money provided by the Belgium government. I was told that the professors often gave kind advice to their students while studying in Ghent University. They said "You are here to study and we are happy to help you achieve your dream. Do your best and graduate with flying colors. Obtaining high grade is of course very good, but getting knowledge required to make a living that contributes to nation building is even more important. Once the study is done and over with, go home and serve the country to the best of your ability. The contribution to your countries is a good run for the money spent to complete your education in Belgium". This is a remarkable advice to the foreign students of Ghent University that I cherish.

Readiness in Facing a New Norms Era

of Financial Challenges

Writer: Prof. Dr. Mohamad Fazli Sabri
(Alumni Class 1999)
Faculty of Human Ecology



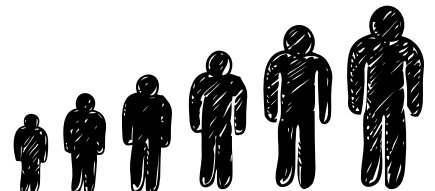
A comprehensive financial competence questionnaire survey based on aggregate demand perspective of Malaysian citizens conducted in 2018 by Malaysia Central Bank (Bank Negara Malaysia) indicated four aspects of concerns prevalent among Malaysians, namely, the level of financial knowledge, savings and expenditure, readiness in facing unforeseen circumstance and retirement plan. Among notable evidence deduced was that five out of every working Malaysians never had savings for the past six months and 84% Malaysians had short immediate savings which lasted until the end of the month for daily expenditure.

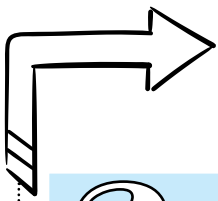
Within the context of preparedness in facing unforeseen situations, it was found that about half or 52% of Malaysians did not have RM1000/- in case of emergency. About 24% of Malaysian could only meet their cost of living requirements for three months if they were to lose their incomes. Only 10% of Malaysians could last for six months.

This situation got more overwhelming with the arrival and spread of Covid-19 viruses which drastically affected the bread and butter issues of most Malaysians. The threat of the viruses could not only be seen from the health wellness of citizens but also their economic, families and the nation's well-being. Data from the Statistics Department Malaysia pointed out there was a rise of unemployment up to 5.3% in May 2020, indicating that about 826,100 people were without jobs; and most of them permanently. The Department's round one online survey of 168,182 respondents of more than 15 years of age between 18-31 March 2020 discovered 46.6% lost their jobs due to the impact of Covid-19 pandemic. This was further verified from the findings of the Workers Insurance System (WIS or SIP) of the Social Security Organisation (SOCSO or PERKESO). Report that about 42% of the workers lost their jobs during the first half of 2020 (Q1 2020).

The state of affairs got more deplorable, where not only did they lose or get less income, but also did not have any emergency fund to tide them over. About 71.4% self-employed individuals had a savings of one month, in comparison to about 82.7% of the private sector workers who had two months. Based on these statistics, most Malaysians are susceptible to debt-ridden quandary which could lead to bankruptcy. In fact up to May 2020 about 2,591 individuals were declared bankrupt.

Consequently, Malaysians should inculcate good financial habits as there is no certainty when this Covid-19 pandemic might end. Either way, whether the pandemic might end or not we would be more likely be exposed to different sort of risks and challenges. As we could not always rely on government assistance and public donation, it goes without saying, that we should always be in a state of readiness in facing any unforeseen circumstances. This entails a detailed financial planning for the short and long terms duration. Therefore, there are financial management habits that we could adhere to as part of the new normal way of life, for example:



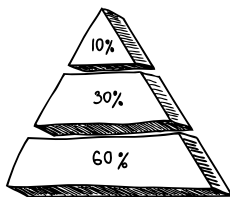


1 Equip ourselves with the necessary **knowledge and skills** in financial management, particularly in cash flow aspect, debt and loan management skills, risks management, retirement plan and estate or property management.

2 Getting the **spouse and family members involved in financial planning**, particularly in budget planning and negative implication of any purchasing decisions.

3 Reviewed current loan and debt status - should get the latest information regarding the latest balance, and the latest tenure of current loan or debt from the financial institutions. **Get CCRIS or CTOS information** with regard to non-payment status of loan. Check also the current Debt Service Ratio where the loan instalment payment should not be more than **30%** of the monthly salary.

4 **Revise again the cash flow position** - should identify unnecessary expenditure, less important expenditure and expenditure that can be postponed. Surplus income should be spent on more important items, such as loan repayment, and rent payment. This can be done by having a check list that can itemise every purchasing transaction.



5 **Generate more income** - should to use current skills and exploit technological facilities available or do **freelancing work as part** of the strategy to generate and increase income for self and the family.

6 Keeping aside consistently **10%** of income each month in the **savings account**.

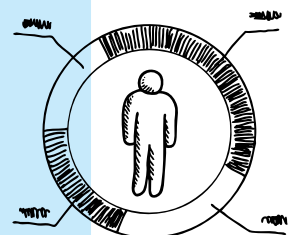
7 **Keeping an emergency fund**- should have at least three to six months expenditure or received income capacities as emergency saving. This savings should be accessible at time of needs.

8 Should have insurance protection security for self or family members so as to reduce the cost of health treatment during the time of distress and unanticipated predicament.

9 Getting financial assistance service from authorised and licensed financial consultant to improve one's cash flow and overcome the financial burden due to the effects of the Covid-19 pandemic. Some of these counselling services, however, may not be free of charge.

10 Getting the financial institution advisory services, for example, from the bank so as to restructure and **reschedule loan payment** after the end of a moratorium period.

11 Could also get an advisory service from the Counselling and Management Credit Agency (AKPK) through the Management Credit Programme to reschedule the loan payment and the ability to pay loan scheme if you have multiple loans with various banks, if you have any.

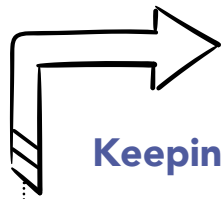


Contributions

In conclusion, financial management habits are not only restricted to the matters discussed above, but also have to take account other necessitous factors. The duration of the Movement Control period is a suitable time we could adopt a moderate, frugal and a more prudent lifestyle. It is also an opportune time to set out into something new; as the saying goes, "nothing ventured, nothing gained". The new normal will eventually be accepted and become our way of life. It is in our prayers that every Malaysian would survive through this phase of physical, emotional, spiritual, mental, including economic challenges with forbearance, compassion and moderation.



Practice makes Perfect", means consistent practice of a moderate lifestyle of every aspect of lives including in financial expenditure should be our norms.



Keeping aside consistently 10% of income each month in the savings account.



ALUMNI PASSION & COMPASSION

01

ALUMNI SCHOLARSHIP

Provide opportunity for UPM alumni and Alma Mater in providing creative and innovative educational experience through scholarship contribution that will reinforce university's triumph.

02

ALUMNI SPONSORSHIP

Provide opportunity for UPM alumni to give contribution in empowering alumni relations and intensify collaboration between alumni and Alma Mater.

03

ALUMNI ENDOWMENT

Provide opportunities for corporate agencies to invest in universities for scholarships, financial aid and strengthening alumni programs and activities.

04

ALUMNI CROWDFUNDING

Provide opportunity for UPM alumni to give contribution in term of cash and in-kind for colleges and faculties infrastructure development and improvement.

05

1A1SR CAMPAIGN

UPM Endowment Fund for scholarship or welfare aid to underprivileged students, educational financial aid, academic award and recognition for students.

Campus Portraits

Dr Aini Azega Ma'rof,

is married and a mother of two sons. She has great love for serving others with her home cooked meals and indulging herself in nature. She puts priority of balancing family and work life. She started her university education at UPM in 2006 and graduated with a first-class honours degree in Counselling and Guidance from the Faculty of Educational Studies in 2010.

“Looking for Opportunity to Do Better”

*- Dr. Aini
Azega Ma'rof*

**Writer: Dr. Ibrahim Mohamed
(Alumni Class 1975)**

She was also honoured to receive the University Alumni Gold Medal Award during the 2010 convocation ceremony and the Best Student Award in Counselling and Guidance from the faculty. She then moved to Faculty of Human Ecology, UPM and received her MSc in Social Psychology in 2010. She completed her PhD in 2018 at the University of Sheffield, UK. Her study concentrated in Social Psychology focusing on intergroup relations and psychological interventions under the supervision of Professor Richard Crisp, a well-known scholar in Contact Theory. Currently she is a Senior Lecturer at the Department of Social and Development Sciences, Faculty of Human Ecology UPM.





As the old proverb said, "A good teacher is like a candle - it consumes itself to light the way for others and it takes a big heart to help shape little minds". She felt very lucky to get educated from two counselling scholars that she respects most, Professor Othman Mohamed and Dr. Halimatun Halaliah Mokhtar. Both of them had served UPM for their entire academic life and considered true counsellors that instil professional values, ethical principles with ethical standards also their well-known knowledge in the counselling field.

Dr Aini's long-term goals are to grow with the job. Progress is the key. She wants to see herself extracting every single drop of experience as she moves ahead. These are not just goals but as guidelines that she has to follow strictly. For this, she sees herself involved in bigger responsibilities, taking tougher decisions which can benefit UPM. For the sake of mutual growth, she has to apply the experiences she accumulated over the years.

Following the legacy of her mentors, she endeavours to participate in and establish a community of scholars. She hopes to do so at UPM where she was first inspired by academia.

She is passionate about her work. She has a steady source of motivation that drives her to do her very best. She acknowledges that she has great satisfaction in teaching as she is able to reveal the professionalism of the subject area. At work she always sets work quality as her priority, thriving on challenges and constantly setting higher goals for herself.

Her student years in UPM was amazing and eventful although it was not as techno-wise as it is nowadays. She chose counselling because she wants to become a qualified professional who can really make a difference to people's lives and well-being. Personally, the course was challenging, and it can be very difficult at times. However, her lecturers and seniors were very happy to help and answers questions in person as the use of electronic communication was not that profound then. When she did her placement, meeting people during counselling sessions made her remember on why she wanted to do the course as it would help her in her job role and how therapy makes a difference in their everyday life. It was very rewarding, and the reason that keeps her going.

Campus Portraits

that afternoon, at 500 o'clock I got ready with an insect net and a bottle of ethyl acetate to kill the captured insects. Fully dressed in an old t-shirt, I went down the hostel block towards the UPM fruit farm. I called out for my friend to immediately come down to go and catch insects together in order to fulfil the requirements of Entomology 101, the subject of our program. After he came down we went down towards the dining hall enroute to the orchard.

Writer: Khairuddin Majid
(Alumni Class 1978)

in the UPM

Fruit Orchard



During the field trip, various stories and topics were told and discussed. We laughed and joked together as we walked towards the fruit trees. Rambutans, durians and cempedak (*Artocarpus integer*) were in season and we walked through the fruit trees while swinging our net to catch the insects or pest. The insects that were caught were placed in the ethyl acetate bottle and within seconds they die. We managed to get about 10 insect species among us and normally we would divide them up between the two of us.

As we walked through the row of trees the smell of ripe fruits was tempting. The smell of durian was the most prominent and we moved towards the durian trees. Looking ahead and around us we saw a number of other students jogging or walking briskly on the farm road. Some were eating fruits and laughing, while a few were just jogging. We greeted each other and moved on.



On reaching the durian plantation, our eyes were fixed to the ground under the durian trees looking for durians that dropped to the ground. I then shouted to my friend who was a few metres away from me that I found a durian. He came running towards me and I picked the fruit. We then moved away from the tree towards the bushes. We were excited as we managed to get a durian on our outing. We failed to look out for other students in the area. Most of them are moving away from the trees and we are oblivious to the surrounding.

I took out a budding knife from my bag and started to pry the durian. Being fresh from the tree, the durian is a bit difficult to open. We have no clothe to cover our fingers and that make it worse. The sharp thorns did not make our task easier.

Suddenly, a thundering voice was heard. "Hey you two what are you doing?" We turned towards the



"Yes, but we do not know where to ask for permission, so we took it as we want to eat it" was my answer. "Well that is called stealing as it does not belong to you, and do you know that stealing is wrong?" he retorted. We did not respond.

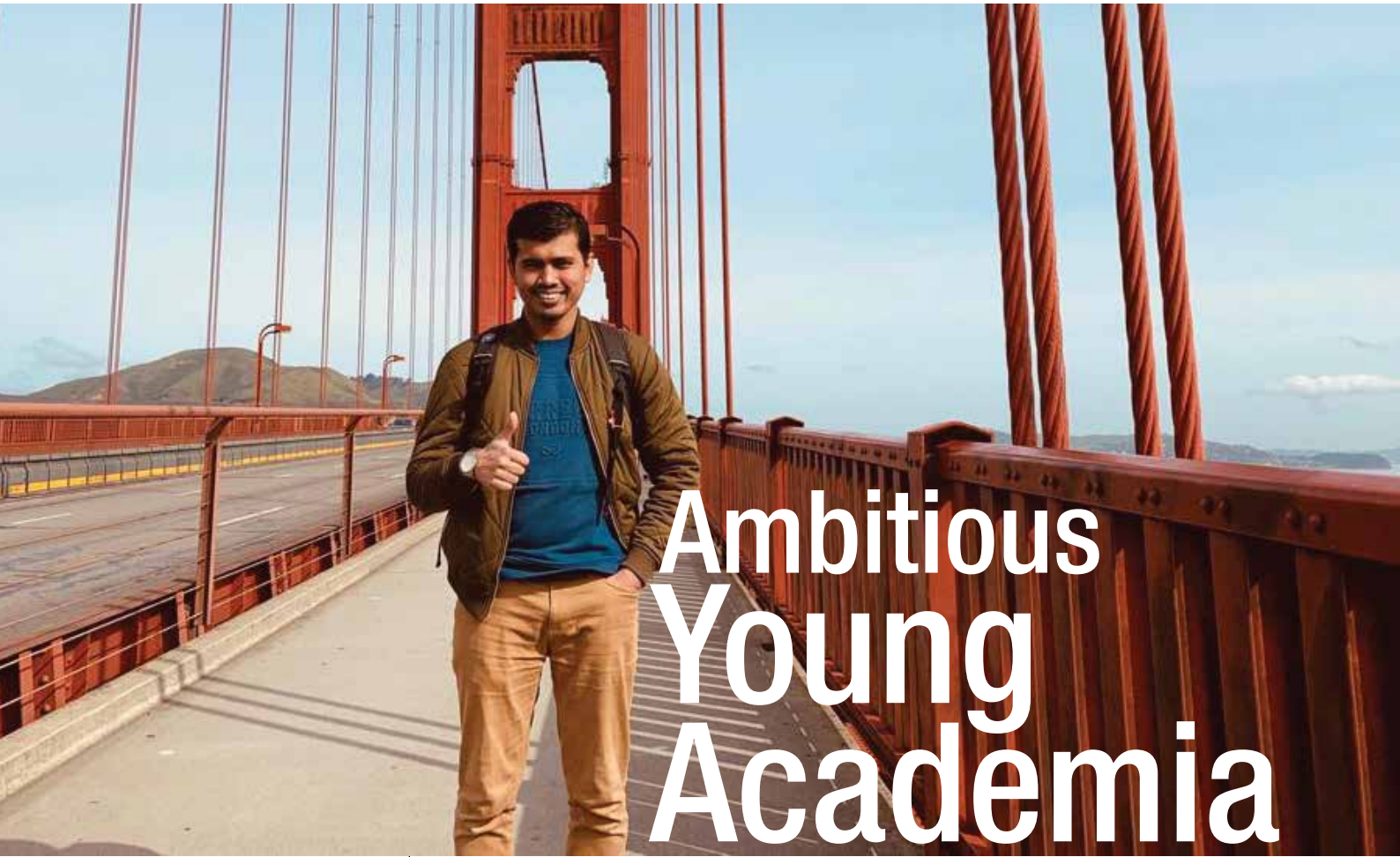
"These fruits belongs to UPM and you are not supposed to steal it, but if you don't steal it, you are stupid and if you are caught stealing you are double stupid." Pak Rashid exclaimed.

These words are some of the words uttered by the mentor of agriculture students in UPM. It is recorded in his book, *Memoir Cikgu Mohd Rashid Insan Terbilang*, published by UPM Publisher. However he gave us a stern warning and told us to clean up the remnants of the durian that we opened and then parted with us. Pak Rashid was a teacher and imposed a fatherly figure for us in our field of agriculture.

voice and immediately saw the Farm Director, Pak Rashid. He was on foot because we did not see his mini moke nearby.

Our response was, "We are collecting pest for our pest

collection and we found this durian." "What year are you in? What course?" he asked? "We are second year diploma agriculture, Pak Rashid" we answered. "Do you know that the durian is not yours?" Pak Rashid asked.



Ambitious Young Academia

Writer: Dr. Ibrahim Mohamed
(Alumni Class 1975)

Muhammad Syawal Amran is a young academia in the Faculty of Education in Universiti Kebangsaan Malaysia (UKM - National University of Malaysia). He graduated with First Class Honours in Guidance & Counselling from Universiti Putra Malaysia (2013) and obtained a Master Degree and PhD in Educational Psychology (2019) in the Faculty of Education, UKM. He makes serious effort to translate brain research findings that can be applied in a classroom setting. He believed that the framework of the research field 'Education, Mind and Brains' provides novel insight into the cognitive and neural underpinning individual differences and school relevant learning. He aims to develop and lead a Brain and Mind Education Institute in Malaysia as well as a research centre for teachers and students.

Academically, he received three top awards from UPM and UKM; the 'Chancellors' Award, 'Alumni Award and The Deans' Awards. When he was a visiting researcher in the Department of Psychology in Humboldt University of Berlin, Germany, received Training and Travel award form International Mind and Brain Society (2018) and Travel Grant Award from Society of Creativity Neuroscience, USA (2019). He also received PhD 'Graduate on Time' Award and Innovation Award from Faculty of Education, UKM 2019. he also received a Gold Awards by the Ministry of Education Malaysia for Development and Implementation of MESA module (module to overcome student unpunctuality in school) in National Schools Action Research Competition 2017, and Gold Medal for Assessment and Evaluation

in the classroom through a module (Red Hats vs Green Hats Module) in Innovation Conferences by the Ministry of Higher Education

Muhammad Syawal Amran began his career as a public high school teacher for two years. He has been a school consultant in Selangor states on strategies for improving school system through action research and developing student leadership.

He is a proactive person who likes to learn new things. He strongly believes that participating in various activities could help him in developing his professional career, which will have a greater impact on the wider community. He is currently a board member of Gabungan Ikhtisas Usahawan Bumiputera (GIBS) a Non-Government Organization (NGO) and a board member of the Malaysia Education Administration and Management (MSEAM) (2017-2019). Internationally he was selected to participate in the ASEAN Youth Volunteer Program (AYVP) in the Philippines (2016). This program was developed by the ASEAN Secretariat and U.S. Agency for International Development (USAID) to focus on the Disaster Risk Reduction (DRR) issues engaging local communities. He was an AYVP Grant receipt of USD 2,000.00 to carry out community projects in Pulau Manis, Pekan Pahang, Malaysia (2016-2017). He is a member of International Mind, and Brain Education Society (IMBES) U.S (2018-2020), International Behavioral Neuroscience Society (2019-2022) and Society for Neuroscience Creativity (2019-2021).

He enjoys and loves his work now as he knows the philosophy and visions he upholds for education can be put into reality. He strongly believes that in whatever decisions he takes, whether it is doing a volunteering project, pursuing a career or simply undertaking daily activities; it all goes back to the philosophy: giving hope to the hopeless. "When there is a will, there is away." He has seen how hope does wonder to people. On the other hand, people who lose hope could make terrible decisions to find their way out of life misery. Giving hope to the hopeless is more than just motivating people when they are at the brink of hitting rock bottom, it is inspiring them to have faith again in life when they thought that they do not stand a chance with life. From his perspective, he upholds this faith to help people in need through systematic and well-targeted education.

Coming from a B40 family, studying is not the only commitment he had while he was in UPM. He did several part-time jobs as a booking assistant, tuition teacher, facilitator, and many more. He had many commitments on his plate that he had to sacrifice his leisure time and weekend to devote himself to both his academic works and other commitments. Sometimes, he woke up early at 5.30 a.m. just to commute to his workplace from UPM. Often, he had to find strategic spots, be it in the faculty, library or any random places, as long as it is conducive enough to slot in some study time in between his hectic schedule. To optimize his academic experiences, he grabbed every chance he had to attend international or university programs for students such as academic seminars, skill development programs, competitions and so forth.

People whom he misses in UPM- (green environment) is Radio Putra FM crew as he was a former deejay there and also a member of the Student Representatives Council (MPP) between 2011-2012. Secondly, he misses the lecturers and Professors who taught his not merely about academic, but way beyond to discover and develop his self potentials. Last but not least, he misses his friends from residential college. Through thick and thin, they have taken their separate ways, yet the memory stays.

As someone who passionately engages in neuroscience, his long term goal is to develop the Mind, Brain and Education Laboratory in Malaysia. He foresees the significance of weaving research-based concepts into our education system, hence the reason for this establishment to contribute to a more developed education practice at schools and institutions. Besides, he aims to be a prominent scholar in Educational Psychology and (Brain and Emotions). He believes a lot of improvements have yet to be done in this field, especially in the context of Malaysia.

If he has the opportunity of time and resources, he wants to contribute his expertise to UPM. He can assist the enrichment programmes on the development of students professionalism. He understands that students should fully dedicate themselves to their study. Life itself has multifaceted dimensions such as social, organisational, professional and spiritual realms. He hopes to play his part in facilitating the student professional and development programmes.



Highlight of Alumni Activities

January - December

2020



SEMINAR: PRODUCTIVE HYBRID COCONUT FARM MANAGEMENT

6 Jan 2020 – Office of UPM Alumni Association (PAUPM)

UPM Alumni Association (PAUPM), Bestari Serdang Sdn Bhd (BSSB) and Meleya Trading (MT) co-organised a seminar on Productive Hybrid Coconut Farm Management. The seminar was conducted by Mr. David Lobo, Founder of DeeJay Farm Company of India. His company has been producing coconut of Sampoorna hybrid varieties for 37 years. This variety is widely grown in Bangladesh, Sri Lanka, Kenya and several African countries. It was first introduced to Malaysia in January 2019 and to date approximately 9,000 trees have been planted. This seminar provided growers with latest information on the management of hybrid coconut farms.



TRACE ALUMNI DISTRICT (TAD)@TERENGGANU

11-17 Jan 2020 – Terengganu

UPM Alumni Centre (ACUPM) opens the calendar of alumni activities 2020 with the TAD@Terengganu. It is a seven-day programme typically leveraging alumni networks to foster a long-lasting relationship with alma mater. The ACUPM delegation also visited the Vocational College Wakaf Tembesu, Universiti Malaysia Terengganu, Universiti Sultan Zainal Abidin and Batu Rakit Campus of the Institute of Teacher Education Dato Razali Ismail.



AN EVENING WITH UPM ALUMNI CHAPTERS

18 Jan 2020 – UPM Alumni Centre (ACUPM)

ACUPM organised an evening with UPM Alumni Chapters with the aim to enhance future collaboration to generate income for the Tabung Kebajikan Sumbangan Pelajar UPM RM16 million. Thirty representatives from various alumni chapters attended the meet. Among them were UPM Veterinary Alumni (UVA), Class of 75, Cyperus, Al-Putra, Indian Graduate Association, UPM Campus Bintulu and Engineering Chapters.



CAT TALK WITH DR. PUTERI AZAZIAH

18 Jan 2020 – UPM Alumni Centre (ACUPM)

A successful Cat Talk session was delivered by UPM own veterinarian Dr. Puteri Azaziah, alumni class 2005. This session had attracted 22 alumni. Interestingly many brought along their cats to be examined during a brief checkup session by Dr. Puteri Azaziah. The talk about Cat Talk was impactful as it generated active question answer session from the participants.



Highlights



INTRODUCTION SESSION OF PAUPM PORTAL WITH UPM FACULTY

5 Feb 2020 – UPM Faculty

The UPM Alumni Association (PAUPM) Portal is one of the platform for PAUPM to connect directly with other alumni. With this portal, all information and announcements regarding PAUPM programmes are accessible to all members. The portal offers features such as job search platforms, internships, alumni locations on Google Map and many more. All existing and future programmes organised by UPM or PAUPM will be made available through the portal.



TRACE ALUMNI DISTRICT (TAD) @JOHOR

1-7 Feb 2020 – Johor

It was a seven-day event in leveraging alumni networking to sustaining a long-term relationship, exchanging expertise and delivering the message on the importance of alumni support to UPM. The ACUPM delegation visited a few agencies in Johor such as Tanjung Puteri Vocational College, Department of Social Welfare, Technical Institute of Johor Bahru, Medini Secondary School, Pasir Gudang City Council, National Unity Department, Yayasan Sultan Ibrahim, Universiti Teknologi Malaysia, Temenggung Ibrahim Institute of Teacher Education Campus, Tanjung Piai Vocational College, Agriculture Department of Pontian, Wildlife Department, Landscape Department of Johor Bahru City Council, Golf Orchard and Johor Port Berhad.





ALUMNI INVOLVEMENT MEET-UP SESSION (AIMS)

12 Feb 2020 – Ministry of Foreign Affairs, Malaysia

ACUPM visited Mr. Nazri Noh (alumni class 1996), who is a Political Secretary to the Minister of Foreign Affairs, Malaysia. The session aims to enhance networking between alumni and *alma mater* to provide a platform to exchange ideas, views and information on UPM development.



LET'S DANCE AND GET FIT

14 Feb 2020 – Foyer, TNCPI Building

Let's Dance and Get Fit with Coach Yatt aimed to strengthen bonding among alumni as well to promote a healthy lifestyle among community. A total of 40 participants including alumni, staff and members from nearby community were present.

Highlights



MEETING WITH UPM INTERNATIONAL STUDENTS ASSOCIATION (UPMISA)

19 Feb 2020 – PAUPM Office

PAUPM and UPMISA had a joint activities for the year 2020. This enable PAUPM to engage international students in every activities organised by PAUPM. These international students are UPM ambassadors who can help introduce this university to the world. At the same meeting, PAUPM was also promoting the PAUPM Portal for mutual purposes, feedbacks and suggestions.



ALUMNI SHARING KNOWLEDGE: CAREER IN THE BLUE SKY: GLAMOUR AND REALITY

19 Feb 2020 – Kolej Pendeta Za'aba

Alumni Sharing Knowledge (ASK) talk titled 'Career in the Blue Sky: Glamour and Reality' attracted 500 attendees from UPM alumni and students. ASK is an opportunity for UPM students and alumni to share and discuss careers in aviation industries, expertise and other experiences. Thanks to the panelists Mr. Joffanie Amir Mohd Yunus, Class of 2000 (Air Asia pilot), Major Nor Azman Shahimi, Class of 2003 (TLDM pilot) and forum moderator, Mr. Husalshah Rizal Hussian, Deputy Director of UPM Alumni Centre for a very enlightening and informative talk. Hopefully such collaborative programme with other residential colleges will encourage more alumni to return to the *alma mater*.





TRACE ALUMNI DISTRICT (TAD)@NEGERI SEMBILAN & MELAKA

24-28 Feb 2020 – Negeri Sembilan

This programme has achieved its objective to meet alumni who are currently working in Negeri Sembilan & Melaka. ACUPM visited Kuala Pilah District Council, Kuala Pilah Community College, Jempol Institute of Teacher Education, Kuala Klawang Vocational College, MRSM Kuala Klawang, Kuala Pilah District Education Office, Jelebu District Education Office, Jempol Department of Social Welfare, Negeri Sembilan, Alor Gajah Vocational College, Merlimau Polytechnic, Pusat Anak Genius Alor Gajah, Melaka.



SEMINAR: BUILDING AGRICULTURE IN UPM AS A PART OF THE NATIONAL AGRICULTURE DEVELOPMENT AGENDA

5 Mar 2020 – PAUPM Office

The seminar discussed issues and challenges in agriculture particularly in UPM.



Highlights

INTENSIVE DEVELOPMENT EMPOWERMENT AMONG STUDENTS (IDEAS)

11, 13 Mar & 18-19 June 2020 – ACUPM Office

IDEAS is designed to create a mentor-mentee partnership, where 24 students (participants) were selected to partner 15 experienced alumni. This is a three-minute sharing contest (based on the ted talk concept) about their lives or others. The talk could be from any of the nine (9) topics; health, education, family, society, entrepreneurship, leadership, art and culture, green sustainability and spirituality.

Congratulations to the winners of IDEAS contest!

First prize

Muhammad Najmi Zesdyzar

Student Bachelor Science (Architecture)

Mentor: Assoc. Prof. Dr. Siti Aqlima Ahmad (Alumni Class 2004)

Second prize

Ahmad Shukry Yahya

Student Bachelor Science (Agriculture)

Mentor: Mohd Safwan Abd Kadir (Alumni Class 2011)

Third prize

Kaushaalya Sanmugam

Student Bachelor Science (Environmental and Occupational Health)

Mentor: Amy Yuzliza Yahaya (Alumni Class 2013)

Forth prize

Nur Anina Nazirah Mohd Noor Yusmadi

Student Bachelor Science (Biomedical)

Mentor: Mohd Azrin Mohd Moktharudin (Alumni Class 2008)

Fifth prize

Mohd Izzat Aidil Abdul Rahman

Student Bachelor (Malay Language and Linguistics)

Mentor: Abdul Hadi Samsi (Alumni Class 2011)



I AM A BRAND WITH BON ZAINAL

12 Mar 2020 – Mini Auditorium, TNCPI Building

A talk on 'Corporate Image & Personal Branding' by the well-known Mr. Bon Zainal, Chief Creative Officer, Bon Fashion Legacy Sdn. Bhd successfully gathered a total of 90 audience. The talk was a hit and definitely a fruitful sharing session by Mr Bon himself.

SEJAM BERSAMA ALUMNI (SEBA) SERIES 12-20

11 Feb – 17 Dec 2020

The sessions provided students with glimpses of what are required to succeed in a world of challenges and competitions. These sharing sessions also provided platform for future networking and opportunities for alumni and students to bond and collaborate.



Highlights

ALUMNI P.K.P (PRIHATIN.KOLABORATIF.PROAKTIF) SERIES 1-27

23 April – 2 Oct 2020

During these difficult times, ACUPM is pleased to provide many ways for our alumni to stay connected to UPM and alumni community. Alumni P.K.P is a webinar series bringing together alumni professionals in the community to share their expertise and work experiences with the students, staff and community

The following table summarizes the 27 posters in the series:

Series No.	Topic	Date	Time
1	"PSIKOLOGI @ ANDA"	23 April 2020	10:00 PTWAM
2	"BLAK MENGURUS IWANG (BMN) Era COVID-19"	11 April 2020	10:00 PTWAM
3	"BERKEBON DI MUSIM PKP"	1 Mei 2020	10:00 PTWAM
4	"DIET BINTIK KEKAL Aktif & SIHAT SEPANJANG RAMADHAN"	1 Mei 2020	10:00 PTWAM
5	"TADABUR AL-QURAN-SURAH TERPEDEK TAPI TERKONTAK"	11 Mei 2020	10:00 PTWAM
6	"PELAKSIAN KEKANDUNGAN DAN LATIHAN DI BULAN RAMADHAN"	11 Mei 2020	10:00 PTWAM
7	"JALAN PENGUNA LEMBU PUNYAI BANGKAP TELEFON PUNYA SENSITI PENTAMBAH?"	11 Mei 2020	10:00 PTWAM
8	"TANGANI BERITA PALSU"	11 Jun 2020	10:00 PTWAM
9	"SEKONDEK BERNAGA DI SHOPEE? SEMPENA PKP"	1 Jun 2020	10:00 PTWAM
10	"PERKEMBANGAN SITUASI SOCIOEKONOMI COVID-19"	1 Jun 2020	10:00 PTWAM
11	"PEMBERIAN BAHAN SCHOLARSHIP"	1 Jun 2020	10:00 PTWAM
12	"KESELAMATAN RUMAH MELAYSIAN ALUMI BERSAMA BERSAMA BERSAMA"	11 Jun 2020	10:00 PTWAM
13	"KUNCI MAKANAN SELAMAT ELAKSI KESEKARAN MAKANAN"	22 Jun 2020	10:00 PTWAM
14	"TOP ANTI-SIAK BILA BARAGAN DENGAN SENI LANDSCAP?"	29 Jun 2020	10:00 PTWAM
15	"KUALATAN BARAG KITA DENGAN CEKAT DAN ANDAL?"	7 Julai 2020	10:00 PTWAM
16	"PADA PANDEMI COVID 19: REALITI DAN REALITASI BULANAG BULAN MALAYSIA?"	12 Jun 2020	10:00 PTWAM
17	"DEJANTERAKAN DIRI KITA? #3A"	22 Jun 2020	10:00 PTWAM
18	"KEMERDEKAAN PSIKOLOGI"	25 Jun 2020	10:00 PTWAM
19	"PERANAN PERSATUAN ALUMNI UPM (PAUPM)"	23 Jun 2020	10:00 PTWAM
20	"FIKIR, TUTOR & SIKAP"	23 Jun 2020	10:00 PTWAM
21	"PERTAHANAN NEGERA SANGGULANG BERSAMA"	23 Jun 2020	10:00 PTWAM
22	"JOM BELAJAR BUAT LAMAN WEB SEMUDAH ABC"	23 Jun 2020	10:00 PTWAM
23	"BELIA PELINARA BUDAYA (BPB)"	23 Jun 2020	10:00 PTWAM
24	"NORMA BARBAR PENGURUSAN MALIS"	27 Jun 2020	10:00 PTWAM
25	"KESELAMATAN UMUM DI TEMPAT KERJA"	5 November 2020	10:00 PTWAM
26	"KESELAMATAN KEKANDUNGAN TANGGULANG BERSAMA"	12 November 2020	10:00 PTWAM
27	"SENI BUKAN BAKAT DAN BULEN JADI KERJAYA"	4 Disember 2020	10:00 PTWAM

Borang Keahlian Membership Form



Arahan: Sila lengkapkan dan kembalikan ke alamat seperti di bawah. Anda akan menerima kad keahlian anda dalam tempoh satu ke dua bulan

Instruction: *Please complete and return to the address below. You will receive your membership card within one to two months*

Maklumat Peribadi / Personal Information

Nama/ Name:				
Gelaran/ Title:				
No. Kad Pengenalan/ IC No.:	Jantina/ Gender :		Tarikh Lahir/ D.O.B.:	
Status Perkahwinan/ Marital Status:			Kolej/ College:	

Warganegara / Nationality

Warganegara / Nationality Bukan warganegara / Non - Citizen
Nyatakan / Please State :

Latar Belakang Pendidikan Di UPM/ Education Background in UPM

Item	Program/ Programme	Fakulti/ Faculty	Tahun Graduat/ Graduate Year
Diploma			
Bachelor			
Master			
PhD			

* Sila sertakan satu salinan sijil pengajian terkini di UPM /
Please enclose a copy of the current education certificate in UPM

Alamat Tetap/ Permanent Address	Poskod/ Postcode :
	Daerah/ District :
	Negeri/ State:

Pekerjaan/ Profession

Organisasi / Organisation :	
Jawatan/ Position:	
Alamat/Address	
No. Tel Bimbit /HP. No:	No. Tel /Tel No. :
E-mel / E-mail:	No. Faks/ Fax No. :

Alamat Perhubungan/ Contact address:

Alamat Tetap/
Permanent Address

Alamat Organisasi/ Organisation
Address

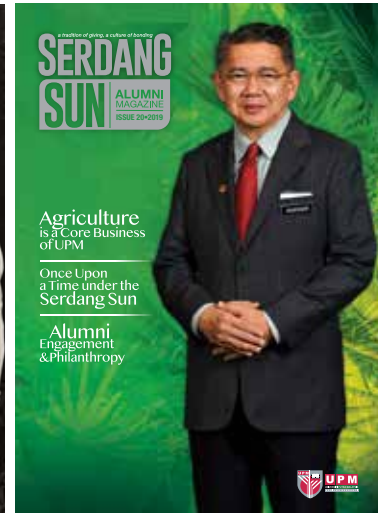
Features

Opening 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 organisation.

For your information, all payment made will be channeled to the **Tabung Sumbangan Alumni**. Listed below are our ad rates.

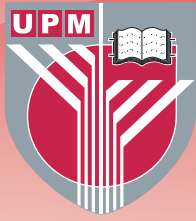
No.	Category - Ad Size	Price
1.	Page (Full)	RM10,000.00
2.	Page (Half)	RM5,000.00
3.	Page (Quarter)	RM3,000.00



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@upm.edu.my.



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✉ Email : alumni@upm.edu.my
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