
UPM Prioritises Integrity in Line with True North Agenda, Strengthens Strategic Direction Towards 2026



By Noor Eszereen Juferi

SERDANG, 30 January – Universiti Putra Malaysia (UPM) has reaffirmed its commitment to making integrity as the core foundation in strengthening the university's strategic direction as it prepares to face the challenges of 2026, in line with the implementation of the UPM True North agenda.

UPM Vice-Chancellor, Dato' Prof. Ir. Dr. Ahmad Farhan Mohd Sadullah, said that True North is not merely a slogan but a shared strategic framework that requires a clear understanding of the role of every member of the university community to ensure UPM moves towards the same destination consciously and progressively.

“This year marks the right moment for UPM to rise to the apex of excellence, as past weaknesses have been addressed, existing strengths enhanced, and the outcomes we aspire to are beginning to take shape,” he said during the Vice-Chancellor’s Address and Mandate 2026 delivered here today.



He added that the experiences and challenges faced throughout 2025 must serve as valuable lessons in shaping more agile, effective, and integrity-driven responses.

“I hope that all members of the UPM community will carry out their respective roles responsibly, particularly in managing issues prudently, so as not to cause long-term damage to the university’s reputation,” he said.

Dato’ Prof. Ir. Dr. Ahmad Farhan emphasised that the university’s agenda cannot be realised individually or within small groups, but instead requires the collective commitment of all levels of the UPM community, including staff, students, alumni, retired university members, as well as industry and community partners as strategic stakeholders.

“Students are ambassadors of the university. We aim to produce graduates who embody the principle of *Berilmu Berbakti*, in line with the university’s motto that reflects UPM’s values and reputation,” he said.

Meanwhile, he highlighted the need for UPM to position itself as a strategic partner to the nation by taking into account global challenges such as international trade, food geopolitics and international university rankings, in line with national development agendas and the Malaysia Higher Education Blueprint 2026 to 2035.

“This approach is essential to ensure the university remains aligned with national priorities,” he said.

Touching on integrity, he cautioned that violations of moral values, ethics and professionalism by individuals can adversely affect the university’s overall reputation. As such, he called on all members of the UPM community to continuously engage in self-reflection and to remind one another constructively for the collective good.

“We aspire to cultivate a UPM community that not only excels academically and professionally, but also upholds integrity, ethical conduct, and responsibility in every action,” he said.

Meanwhile, he outlined six strategic enablers identified as pillars to strengthen the institution’s agenda, namely artificial intelligence and digitalisation, financial sustainability, accountable governance, branding and strategic communication, an integrated data ecosystem and the role of alumni as a strategic asset to the university.

“We have also identified five key strategic focus areas encompassing food security, planetary health and sustainability, global prominence, community well-being and the empowerment of *Jiwa Putra* to ensure the university remains relevant, competitive and high-impact as it progresses towards its long-term vision for 2050,” he said.