

# SerdangSUN

A Tradition of Giving, a Culture of Bonding

UPM Alumni Magazine

## Green Book i n i t i a t i v e s

*from*  
Agriculture  
*to* Corporate  
Presence

Volume 03/Issue 06  
July - Dec 2011



# Putting BERILMU

Our university is guided by a shared principle of our motto 'BERILMU BERBAKTI' or 'WITH KNOWLEDGE, WE SERVE'. How effective do we seek to nurture our future alumni based on this, while they are on campus and how have we mould them in the knowledge driven environment, would a measure toward their dedication and sense of belonging with us. Our alumni remain enthusiastic and high spirited about many activities that were held throughout the year, from large gathering such as UPM Alumni Day events to small reunions at the faculties and off campus, they all captured the great sense of pride to their *Alma mater* and sense of belonging for each cohort or discipline. It did not matter, where the events were held, but they continued to attract alumni to come. As we continue to expand on these bonds of collegiality, we find it is also important to secure a group of volunteers on any of the events that the *Alma mater* hopes our alumni to partake to ensure success.

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# *BERBAKTI* to **WORK**

We have always talked of how important is to disseminate knowledge. The way it is disseminated today is similar to the ways how it was years ago, mainly printing and distribution. Just as this magazine finds its way to our readers, through the distribution to our members, in this issue we bring the importance of imparting some great news about the green projects of agriculture developed for Bintulu Campus Programs and the growth of UPM through business school, Graduate School of Management, GSM. Good to receive some words from the winners of our prestigious university awards and what say them and other alumni about the hall mark motto of UPM.

I am also delighted to share with the readers some of my favorite things about working with the UPM Alumni Magazine, the Serdang Sun. It is being able to put together articles relevant

to the growth of the university and simultaneously brings news about alumni. Assisted by the creative team who would create evocative and compelling designs for the thousands of passionate readers! I can say on behalf of our small team (myself and the editorial team!), we are all very proud of the alumni magazine that we produce for our membership and are very excited that once again we have created some year's worth of interesting publication contents and designs perhaps a waited change is welcomed!

2012 will be filled be up with many exciting programs and we hope to see you in some of these events. I am confident that many of alumni will continue to stay connected to us and help UPM make a lasting impact on the society locally and globally. Together we shall reach a greater height with your support.

— Dr Rohani Ibrahim (Dip Agri '72)  
Chief Editor



thecreativeteam



# High Impact Culture

"Budaya Berimpak Tinggi"



Within a short period of assuming Universiti Putra Malaysia (UPM) Vice Chancellorship, Dato' Dr Ir Radin Umar Radin Sohadi met the Professors, Deans, Directors, Heads of Administration and Divisions, Academic Staff Association, Administrator Association and General Staff Union (KEPERTAMA) to relay his vision for the success of UPM. On 11 April 2011, he presented his 100 days-in-office message to all staff at the Dewan Besar (Grand Hall), PKKSSAAS, UPM.

The Vice Chancellor started his speech by thanking his predecessor for his leadership and the previous Deputy Vice-Chancellor (Research and Innovation) for transforming the research landscape in UPM. He assured the staff that he would implement the Strategic Plan of UPM 2011-2013 which was launched in December 2010. He stressed that the success of this plan is through the "buy-in" process of staff, availability of action plans, and leadership and motivation.

The second challenge UPM faces in 2011 is the Strategic Plan of the National Higher Education (PSPTN) which has entered its second phase, where the emphasis is on need



Generic Student Attributes (GSA). To achieve excellent rating, more efforts are placed on student development through formal teaching, student-centered learning (SCL), outcome-based curriculum (particularly the affective domain of learning) and good campus life that enhances functional attributes of the graduates. Also UPM needs to ensure that co-curriculum are outcome-based and co-curriculum with credit should aim to sharpen and strengthen the attributes of students in the affective and psychomotor domains. These activities need to be implemented, monitored and assessed objectively based on learning outcomes. Other aspects that need to be improved include command of English, communication and critical thinking skills. All these can then be translated into better employability, higher employer satisfaction and positive student satisfaction. In the 2010 SETARA evaluation, UPM (and 17 other higher education institutions) was given a 5-star rating of the maximum 6.

for improvement and strengthening of the quality of teaching and learning. This plan requires full compliance to the Malaysian Qualifications Framework whose instruments include SETARA (Rating System for Malaysian Higher Education Institution), MyRA and My3S (Malaysian Soft Skills Scale) and other global benchmark.

SETARA comprises of three categories: Input, Process and Output. The Process includes curriculum content, quality of delivery and pedagogy, monitoring, assessment and others. Output is measured by graduate employability, student satisfaction, employer satisfaction and

MyRA is self-assessment against the eight criteria of the Research Universities and is used to benchmark UPM against internationally renowned universities. This university has done well in 2010 assessment, but for MyRA 2011, the focus is on the process and outcomes of the quality of results and its impact on the creation of national wealth and solving human problems.

University and University Colleges Act 1971 (Act 30) Amendments in 2009 and the new UPM Constitution gazetted in January 2011 brought significant changes to the academic scenario. The devolution of



powers, including some previously the prerogative of His Majesty the Yang Di Pertuan Agong or the Minister, has been transferred to the Minister, the Board of Directors and the Vice Chancellor. This is to enable a university to move faster and execute strategies quickly and effectively. It also entails a lot of autonomy and authority to the University, including the implementation of one-line budget, where the University is given some flexibility. Hence, UPM will implement the Performance Based Budget which allocates an annual budget based on performance where excellent entity/faculty will be given more support and allocation to allow it to continue to excel. To ensure check and balance, the Vice Chancellor has to consult the academic staff when appointing Dean/Deputy Dean, Director/Deputy Director of Institute and Academy while professors and associate professors select the members of the Senate. The University Good Governance Index (UGGI) measures the university's readiness for autonomy to nurture excellence at all levels.



Attentive audience at VC's 100 days speech



The Vice Chancellor also touched on the issue of managing the diversity of talents and capacity in UPM through the performance appraisal system. A new and more flexible system and the SKT Academic Portal were launched where the academic staff is required to weigh equally the contribution in teaching and supervision, research and publication, and professional service. This system is able to identify the “outstanding outliers” in any of the categories. The issues on good administration and value management capable of increasing the effectiveness of services and optimising the limited resources are also raised, thus the launch of the Value Management System and Accountability on Expenditure was timely. Dr Ir Radin Umar reminded everyone to save on utility bills especially electricity as any balance can be utilised for other purposes. To generate income, UPM should use its assets including land and human asset into good use, at the same time increase the intake of undergraduate foreign students to its allowable maximum of 5%.

Although the government has introduced the Premier Professor Scheme, none from UPM was selected in 2010. This University will use the Hirsch Index as a measure of excellence and criteria for selection.

Towards the end of his speech, the Vice Chancellor outlined some of UPM major targets for 2011. First, increase the SETARA score from 72.5% to 82% and the number of PhD graduates from 250 to 300 per year with at least 50%



of them graduating within four year. Second, MyRA score must improve from 109% to 120%, publication with a total impact factor of 1,700, journal articles with a total of 2,000 citation index and 200 new innovations. Third, student affairs and alumni portfolio, UPM aims to improve its graduate’s employability from 74.1% to 78% and Generic Student Attributes Score from 88.7% to 90%. For industry and community network portfolio, UPM has set a target of 20% involvement in major and strategic industries. Human resources division manages the

result-based performance appraisal systems for professional and support staff, one MS ISO 9001:2008 Certification and to achieve Customer Satisfaction Index scale of 4 out of 5. The management team of the University was also reminded that UPM must generate an income of RM295 million or 30% of the university annual budget for 2011.

The Vice Chancellor thanked everyone and hoped the good cooperation among staff at all levels remains strong to face the challenges to thrust UPM to the international arena. For this to happen, it requires commitment and sacrifices from all. He also reminded everyone that while in pursuit of achievement and fulfilling the Key Performance Index (KPI), everyone must maintain the integrity and not fall into the Machiavelli’s notion of ‘end justify the mean”.

Paving the way for management excellence, the Vice Chancellor launched two new portals; the Financial Accountability System (SAK-PTJ) and the SKT Academic Portal.

*(Editor’s note: While trying to condense the full text of this speech, some issues have been purposely left out.)*

*\*translated by Zakaria Sidek (Associate Alumni, 1982)*

# EXPANDING KNOWLEDGE *beyond* SERDANG



UPM is already becoming a university of the 21st century; one characterized by a 24 hour/7 day or 24/7 learning environment for students and the academic world. Teaching - Learning extends beyond the traditional classroom and takes full advantage of what technology can offer to enhance student learning, thus enabling them to learn at a pace often dictated by their own ability and commitment. A successful research university must be relentlessly innovative, flexible, responsive, and adaptable. A key to success is continuous innovation and the ability to move quickly will be a competitive edge. Consequently, many of the comfortable practices and rhythms of university life were revised - and UPM becomes the university committed to the ideals of excellence and quality, in order to make a difference in the lives of the people we produce and the knowledge generated. UPM is strategic in the way the knowledge is expanded and served the communities, Serdang Sun highlights these efforts through the exciting articles brought to your attention.

Universiti Putra Malaysia Bintulu Campus (UPMKB) is the home of the Faculty of Agriculture and Food Sciences. UPMKB's main focus is in fields such as agriculture, forestry, fishery, livestock, food and environment, hence offering agri-based diploma programmes comprising of Diploma in Agriculture, Diploma in Forestry, Diploma in Animal Health and Production, Diploma in Food Estate Management, Diploma in Agricultural Engineering and Diploma in Agribusiness beside Bachelor in Bioindustry Science, Master with thesis and PhD programmes.

Prof. Dr Japar Sidik Bujang (Dean, Faculty of Agriculture & Food Sciences)

# GREEN BOOK INITIATIVES

‘**W**e foresee the development of a strong ‘Agriculture as a Business’ mindset will be instilled at the school level and continue up to university level. This shall produce trained and exemplary agricultural entrepreneurs who can share and disseminate agriculture knowledge know-how to the nation.

Since agribio is the core competency of the campus, many of the activities including student activities are related to agribio especially the recently introduced Green Book Program. Recently the editorial team posed some questions to the dean of the faculty, Prof. Dr Japar Sidik Bujang, regarding the programme.

**What inspire the faculty to start the green book program and when did it start?**

The Green Book Program was launched during the Second Semester of 2007/2008 and is quite similar to the *Rancangan Buku Hijau* (December 1974) and government’s Green Earth Program initiatives. Initially it was conducted

outside the curriculum, however UPMKB has incorporated the Green Book Program as a compulsory course spread over four semesters in the curriculum with the approval of the University and Ministry of Higher Education starting from the 2010/2011 Academic Session.

**Is there any special grant given to the faculty for this program?**

The faculty utilized the teaching budget allocated for the Campus to run the academic programs. The university and the government have given us tremendous amount of budget for infrastructure development expansion, laboratory equipments and machineries during the 9<sup>th</sup> Malaysia Plan which we will







**Do you think that the objective can be achieved and is there a time frame for achieving this?**

"The objective can be achieved, of course when we started the program we want to achieve it in the shortest time frame possible, however this might not be realistic", said the Dean. The main challenge was to inculcate the importance of the program and develop the understanding on agriculture to students and staffs in order to achieve UPMKB's educational mission and vision to become the reference centre for education, research and agro-bio services in Borneo. We foresees the development of a strong 'Agriculture as a Business' mindset that will be instilled at the school level and continue up to university level. This shall produce trained and exemplary agricultural entrepreneurs who can share and disseminate agriculture knowledge know-how to the nation at large.

use to continue and strengthen our role to support the government strategic plan towards agriculture sector food security in the 10<sup>th</sup> Malaysia Plan.

**Whose initiative was it to have this program?**

It is an initiative by the faculty members towards providing and improving professional human resource in agriculture, forestry and fishery sectors. Such program supports the government aspiration in increasing food production, utilization of rich and diverse bioresources in Bintulu and Sarawak, as a catalyst for a balanced regional development and utilization of existing physical infrastructures. This is also in line with UPMKB's mission to be a referral Regional Centre of Higher Education,

contributing to the development of intellectual environment, human resources and socio-economy specifically for Sarawak and Malaysia in general.

**What are the aims and objectives of reviving the green book project at the faculty?**

We introduced the Green Book Program to provide students an early exposure to the importance of agriculture, especially in the agri-food sectors. The program is being carried out according to a specific plan and schedule, to enable all students gain astute firsthand knowledge and experience of the entrepreneurship in agriculture, livestock and aquaculture as well as acquiring skills in using agricultural equipments and machinery.





From Agriculture to Corporate Presence

# Celebrating Malaysia's Foremost Graduate School of Management

Prof Dr. Arfah Salleh (PhD, FCPA Professor of Human Governance & Dean Graduate School of Management, UPM)

Universiti Putra Malaysia's (UPM) Graduate School of Management (GSM) exemplifies UPM's strategic roadmap to enhance its relevance to the country's human potential development. Established in 1997 as the Malaysian Graduate School of Management and restructured in 2001. GSM has set its vision to become a world-class business school and as a specialist institution for post-graduate business education and training school of UPM. As a dedicated and leading post-graduate business school, GSM aims to mould future business leaders and inculcate values in them through its offering of a variety of academic research and non-research-based as well as and non-academic programmes. These include the Master of Business Administration (MBA), Master of Management (MM), Master of Science (MSc), and Doctor of Philosophy (PhD).



Dean of GSM presenting the book titled Human Governance to Tony Buzan, International Academic Advisor of GSM

positions in government and the private sector while continue serving as mentor figures to the current roster of students. As a result, students are able to develop industry contacts from the outset of their studies and learn much about their chosen industry.

GSM's effort to strengthen its products has caught the attention of corporate sector. In addition to being listed as one of Asia's 'Best MBA Schools' by the Asiaweek magazine, GSM takes pride to be also consecutively ranked as the top business school offering MBA programme in Malaysia in 2003 and 2004 by Asia Inc. magazine. As an added testimony of its dedication to management education excellence, GSM was ranked 7th among the Best MBA Schools of South-East Asia for two straight years in 2003 and 2004 also by Asia Inc. magazine.

The conferment of the Top Business School status by the Ministry of Higher Education (MOHE) in 2009 further fortifies GSM's reputation as a centre of excellence in business management. While GSM is most appreciative and honoured with the MoHE's decision, it strongly believes that good quality business schools are beyond just awards. It is all about essence which will over time create strong reputation leading to real recognition. To GSM, a better indication of success is when it can be truly relevant to the community for which it exists to serve. And that cannot but happen only through well-designed strategic decisions. Hence, with this award has come greater accountability which GSM aspires to fulfil.

### Its education philosophy

An education based on theory alone is insufficient for one to meet the challenges of a fast-paced global environment. So, in keeping with the larger education philosophy of UPM, GSM seeks to impart to its students, knowledge, skills and values that will equip them to handle real-life challenges. Lenin once said, "Theory without practice is pointless and practice without theory is mindless." Accordingly, GSM blends theory with practice in offering its courses to produce market-relevant industry leaders who will make a distinct contribution to the nation. GSM propagates such a theory-practice blend in its



GSM-UPM placed third at the HULT Global Case Challenge 2011

Reflecting the core functional areas of business management, GSM's MBA programme offers specialisation in finance, marketing, human resource management, international business, corporate governance and general management. Additional areas in food services, environmental, agricultural and soil management, food technology and entrepreneurship in biotechnology are offered in conjunction with the relevant faculties in UPM. In addition to its academic programmes GSM also conducts executive development programmes for the industry.

Since its inception, over 4000 graduates have graced GSM'S learning hallways with another 900 current students set to follow suit. GSM'S alumni now serve society from eminent

## Features

teaching through a student- and problem-centred learning approach. This method requires students to apply what is taught in classrooms to resolve, or understand better, issues faced by businesses. This way too, students develop critical thinking, managerial competency and analytical skills as well as ability to synthesise information to enable them to succeed in their professional careers.

Ingraining a global mindset among students is also part of GSM's education philosophy made possible by the sizable overseas student body (one-tenth of the total number of students) from over 50 countries. The comingling of local and international students produces a dynamic and synergistic learning environment that allows them to share and benefit from their varied experience and knowledge.

Inculcating ethical values is another mainstay of the GSM pedagogy. Through the profound concept of human governance, students are made to realize that their long-term success and that of the organisation they will work for are very much dependent on their positive beliefs and right attitude. No external regulation can govern actions better for the common good than those beliefs and values within an individual.

As part of its initial initiatives to play a direct role in imparting healthy governance practices, GSM collaborates with the Malaysian Institute of Chartered Secretaries and Administrators (MAICSA), in conducting the MBA corporate governance specialisation, one that emphasises too, the spirit rather than just the letter of the law. UPM has the distinction as the only public institution of higher learning offering such a programme. This GSM's MBA in corporate governance specialisation could not be timelier given the current backdrop of corporate governance malpractices taking centre stage in the economies of the world, especially in light of the recent global recession.

The GSM education philosophy has been made largely possible through smaller class sizes. It is also made possible by the wealth of knowledge and experience of academic- and professionally-qualified faculty - local and overseas - with doctoral qualifications, vast teaching experience in related fields and actual industry-work experience.



## Future Direction

Over the last decade, GSM has achieved several momentous milestones in its journey of excellence. But proverbially, it is easier to reach the pinnacle of success than to retain it. As such, GSM now strives even harder not only to maintain its status as a centre of management education excellence in the country but transcending into the Asia-Pacific region and beyond.

The commitment to pursue excellence in teaching, research, and professional services continues to remain a cornerstone of GSM's long-term success but more directed towards impacting society. In research for instance, GSM is focused on not only extending the frontiers of knowledge but also to solve problems for the industry. Accordingly, GSM will introduce soon, the Doctorate in Business Administration (DBA). Research under this programme will be heavily skewed to solving problems in the company from which the candidate hails. His or her graduation will partly depend on the acceptability by the company concerned of the solutions proposed. To further strengthen its industry-relevant research function, GSM will invite faculty members who are active in research hailing from the industry.

GSM will also invite more companies to partner in its offering of executive development programmes besides establishing professional chairs in the faculty as part of its strategy to forge greater industry linkages and collaboration. GSM will continue with its practice to seek industry input through its Industry Advisory Board to advise GSM on the development of its curricula to remain relevant to the industry.

While content is of importance to us, we also recognise the need to emplace appropriate quality control processes. Towards this end, and as part of our measures to enhance our international reputation, GSM has embarked on an accreditation initiative with the Association to Advance Collegiate Schools of Business (AACSB). We are the first Malaysian graduate school to be granted membership status as the first step towards AACSB international accreditation, the latter representing a currently acceptable standard for compliance with the basic processes that business schools worldwide practice. An international accreditation will draw to GSM top faculty members worldwide while further enhancing the global job prospects of its graduates.

At the same time too, GSM hopes that the human governance that it propagates across its programmes will catch on and become part of the curriculum across the university, so that human governance will become part of UPM's brand and differentiate it from the rest of the institutions of higher learning in the country. More importantly, this human governance will inculcate ethical values while reinforcing inherent morals and core spiritual principles to develop leaders who are so grounded in morality, ethics and a love for every member of society while recognising the reality of Divine intervention.

... The comingling of local and international students produces a dynamic and synergistic learning environment that allows them to share and benefit from their varied experience and knowledge.



MBA programme activities

# PUTRA FM

## Home Radio Station

Syaizwar Hazry Samsudin (Putra FM Program Producer)

Universiti Putra Malaysia (UPM) began offering the Bachelor of Communication in 1998 with a specialization in the four major namely; Broadcasting, Journalism, Corporate Communication and Human Communication. To support these academic programs and to produce graduates with necessary skills for their future careers, UPM has built facilities of laboratories, such as photo graphic laboratory, speech laboratory and broadcasting laboratory. The broadcasting laboratory consists of video and radio broadcasting lab whereby the radio broadcasting lab has been upgraded to be the official campus radio station.

The Stesen Radio Kampus UPM or best known as the Putra FM, is the IPTA's first digital campus radio station in Malaysia and has been operating under the support of RTM or in particular, Selangor FM. With a collaboration of dedicated and creative staff, this campus radio station was fully operational in August 2002. When the Information Minister at the time, YB Tan Sri Khalil Yaacob has made a working visit to Putra FM station, the studio facilities and the potential of the radio station to be one of the channels of communication between students and the communities and thus officiating the Putra FM station. Today, the campus radio station has become the most advanced digital radio station among the public/private radio stations in the Klang Valley and became the proud of UPM.



Putra FM outdoor activities



Putra FM Radio Open Day



Students under going training in the studio



Live interview with the Director and President UPM Alumni Association

Programs at Putra FM are not just mere entertainment, but accompanied by various academic and informative programs. For almost a decade, through these programs, the community extending far beyond UPM campus gets the benefits, especially in terms of exposure to culture, science and technology. In addition, Putra FM highlighted the various successes achieved by the academic staff and students. Among the programs include *Introduksi UPM*, *Malaysiana*, *Putra Agro*, *Putra Penyelidik* and *Muzik Ikon*.

Like any other organization, Putra FM also has the objective. The objectives of Putra FM are:

- to act as a center of learning for Bachelor of Communication students majoring in broadcasting;
- being one of the top digital campus radio stations in Malaysia; and
- to support in improving UPM ranking among universities.

The purpose of establishing this station is to train students to be creative in conveying information. It is also to serve as a teaching laboratory for Production Technique of Radio Program course as an academic subject. Moreover, Putra FM also serves as a medium to broadcast information on new discoveries pertaining to tropical agriculture and other related fields in UPM to the community.

In order to achieve this goal, Putra FM has all the facilities in terms of equipments similar to that of other commercial radio station. Putra FM air coverage area includes Serdang and the surrounding areas at the 90.7 fm frequency. Not only that, Putra FM can be accessed online through website at [www.putrafm.upm.edu.my](http://www.putrafm.upm.edu.my) for web radio streaming. On the average, the number of listeners who log on to the Putra FM broadcast via streaming is approximately 300 people a day and this number does not include those who listen to the broadcast directly via radio. Putra FM broadcasts on air every Monday to Friday from 10.00 am until 12.00 am.

Putra FM strives to continuously gives an informative input that can be benefited to the listeners far beyond Serdang. Putra FM aim is to educate and entertain, thus helping listeners to enhance their knowledge while enjoying the good music as it is believed that entertainment can enhance people's creativity. We welcome to take the campus community to active part in the Putra FM programmes and share their views, thoughts and experiences with UPM's Home Radio Station and other listeners! Putra FM can be contacted at 03-8946 8801 or email to [putrafm@fbmk.upm.edu.my](mailto:putrafm@fbmk.upm.edu.my).



Prof Dato' Dr Yaakob Che Man (Director, Halal Products Research Institute, UPM)

# The Learning Organisation “HALAL HUB”

The Halal Products Research Institute (HPRI) of Universiti Putra Malaysia (UPM) in Serdang, Selangor is the first halal research institute in the world. It was incorporated on the 1<sup>st</sup> of July 2006 and is dedicated to the research and development (R & D) for halal products. This makes Malaysia, through UPM, a world leader in this field as well as the first country to establish such an institute to undertake research on halal-related subjects. Malaysia’s vision of becoming a halal hub in this region is further boosted with the establishment of HPRI located in UPM. Not only does the institute, which is the first of its kind in the world, pursue research connected to halal products, it also contributes to the development and promotion of Malaysian Standards (MS) pertaining to halal requirements.



Originating in 2003 as a unit under UPM’s Faculty of Food Science and Biotechnology, HPRI became a separate entity in 2005 when it was known as the Institute of Halal Food. In 2006, the Institute adopted a new name - Halal Products Research Institute - to represent its expanded scope to cover not only halal food but also halal products (pharmaceuticals, cosmetics, apparel, etc) as a whole.

HPRI is primarily focused on developing methods to detect non-halal components in products. The methods involve detection at very low levels using state-of-the art technology such as Fourier Transform Infrared Spectroscopy, Differential Scanning Calorimetry, electronic nose technology, molecular biology techniques, electrophoresis, etc.

Director of HPRI, Prof. Dato’ Dr. Yaakob B. Che Man feels that Muslims should no longer claim to be ignorant of haram

ingredients in products. “Since we now have the knowledge and technology to detect haram ingredients, it is our responsibility to determine the halal status of a product,” he says.

## Upholding the Sanctity of Halal

How does research by HPRI help enhance the Malaysian halal industry? Dr. Yaakob says halal certification and enforcement agencies such as JAKIM



(Jabatan Kemajuan Islam Malaysia) and MAIN (Majlis Agama Islam Negeri-negeri) need analytical services to determine the presence of haram ingredients. Research of the kind done by HPRI helps authenticate the pureness of halal, hence raising consumer confidence in halal products and subsequently boosting trade.

Already the effects can be seen in the high credibility of Malaysian halal certification overseas. Dr. Yaakob, who was part of the Malaysian delegation that attended an Organization of Islamic Conference (OIC) meeting on Halal Standards in Turkey, agrees: “People

concerns for the products’ halal status. In addition to the raw materials used, the quality control processes, equipment, building and personnel involved in the preparation, handling, packaging and labeling of a product also affect its quality and halal status. STANDARDS MALAYSIA has produced another standard for halal cosmetics entitled MS 2200 Islamic Consumer Goods - Part 1: Cosmetic and Personal Care - General Guidelines. The standard was developed by the Technical Committee on Halal Food and Islamic Consumer Goods chaired by the JAKIM. The standard development is part of The Malaysian Government’s efforts to make Malaysia the region’s hub for halal products, and is the second standard established in a series of Halal Standards for Islamic Consumer Goods. The work carried out at HPRI not only helps to contribute towards STANDARDS MALAYSIA’s role in pursuing the development of halal standards but also strengthens the country’s efforts in becoming a halal hub.

HPRI’S work has also seen many local and overseas organisations courting the institute to become their consultants in developing halal detection devices. Dr. Yaakob acknowledges the huge commercial potential that can be tapped from the halal industry, but stresses that one must be sincere in wanting to do halal business, not only for religious obligation but also to protect Muslim consumer rights. “If you pay for halal, you should get halal,” he says.

### Research & Innovation

Ever the consummate scientist, Dr. Yaakob is on a mission to prove that halal - far from being only a religious subject discussed in religious schools - is as scientific as any other discipline. He feels there is much research work that can be done on halal matters.

Among the many research activities which the Institute is focusing was the use of real time polymerase chain reaction (PCR) for rapid verification of halal products, which can detect the presence of up to 0.0001 ng of pork DNA. HPRI has patented DNA-based identification method for pork speciation in Malaysia and many other countries. DNA-based

methods are superior to protein or lipid-based methods because they are stable under high temperatures and pressures. HPRI research group led by Dr. Yaakob has also won the National Intellectual Property Award for this research innovation in 2009. This patented technology is being commercialized under the trade name HaFYS™. In addition to detection methods, HPRI also develops innovative food ingredients. Gelatin is a common ingredient found in cream, jelly and other food products, however it is derived from animal tissues and bone, its halal status is often contentious. HPRI is conducting studies on using a type of tuber ‘konjac’ to act as a gelatin substitute. Fish gelatin may also be haram for sometimes it is extracted using pig enzymes, so HPRI is developing halal enzymes for us in the extraction process.

### Future Developments

HPRI has a new wing called Halal Analysis Laboratory. The new laboratory will allow HPRI to offer halal testing services that are now being carried out by Department of Chemistry, MOSTI for JAKIM. HPRI is working towards obtaining ISO 17025 accreditation from SIRIM. Once accredited, HPRI will provide halal analysis service not only for JAKIM and MAIN but also for certification bodies from overseas.

In another development, HPRI has been tinkering with the Electronic Nose. The technology, developed by a California - based company, is a technology been used for forensic purposes, and drug and cancer detection, but HPRI is the first to use it for halal detection to “smell” non halal components, especially porcine ingredients. Now Dr. Yaakob is looking at the possibility of using GCxGC-TOF-MS to determine if an animal has been slaughtered the Islamic way. He is working on the hypothesis that animals release certain chemicals or markers when they hear Tasmiyah pronounced prior to being slaughtered. Sounds farfetched? The winner of last year’s *Tokoh Maudulir Rasul Award 1431H/2010* and *Anugerah Khas Inovasi Islam Peringkat Kebangsaan 2010* admits it will not be easy. “Everybody says I’m crazy for trying this!” adds Dr. Yaakob. In any case, it is just the type of boundary-pushing research that HPRI continues to pursue in championing the halal cause.

are even willing to pay a premium for Malaysian halal products. This was the feedback I got when I visited Islamic countries such as Abu Dhabi, Egypt and Saudi Arabia. Malaysia halal standards are the best,” he says.

### Helping to Strengthen Halal Standards Development

The development of Malaysian halal standards comes under the purview of STANDARDS MALAYSIA, which has set the relevant requirements pertaining to halal food as contained in the MS 1500 - Halal Food Productions, Preparation, Handling and Storage - General Guidelines which was first chaired by Dr. Yaakob. The standard is based on the Islamic principles that are ingredients must conform to halal land syariah requirements and the use of swine or no-halal ingredients is not allowed. All stages of manufacturing, from production to packaging and delivery must be halal compliant. However, halal products are not just limited to food items. Many other products, such as cosmetics and personal care items, contain ingredients derived from animal origins, which raise

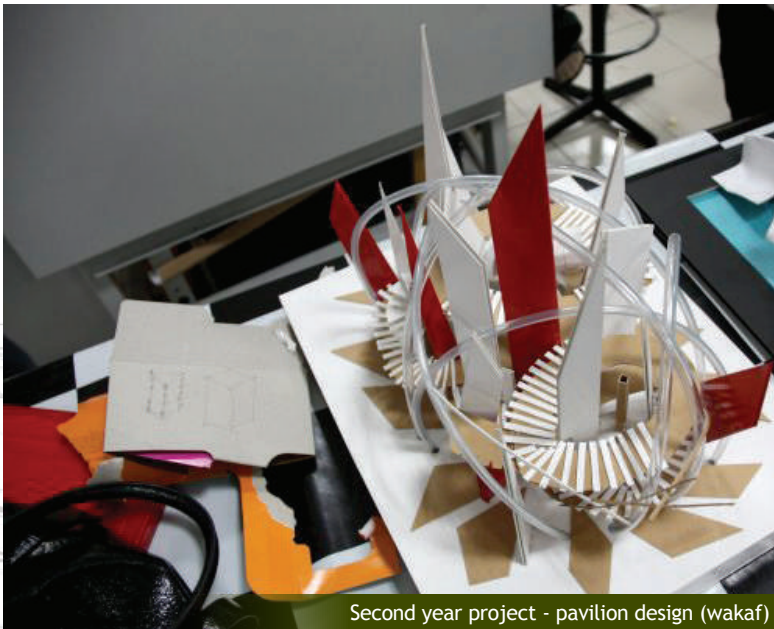


# Transforming my Childhood Interest *to* REALITY

Mohd Ramadan Shahabudin (B. Architecture, 2010)

“ I was always in deep thoughts on subjects related to arts. From here onwards, I have decided that I would go in depth learning about arts and design, answering all the questions and queries that would have been thought on the subject matter. This could be the reason why I was able to come up with some unique design that has led me into the competition. It was categorised as visionary and futuristic design concepts incorporating green technology that includes a maximum design for quality working environment focusing on health, energy conservation and green house effects.





Second year project - pavilion design (wakaf)

First of all I wish to thank Serdang Sun for giving me a slot to highlight my success as a winner of the International Sustainable Architecture Competition held in Italy the SAIE Selection '10. As a young alumnus, I am honoured to be given such opportunity.

I earned a Diploma of Human Development from UPM, but has decided to embark on a totally different discipline from what I studied before, a program which has been my dream ever since in upper secondary school, architecture. I am now continuing for my second degree with the Malaysian Architect Council.

During my school days, I was never a diligent student. Very often I was sent to detention class for misbehaviour and caught skipping classes. I was lucky as I had some teachers who had confidence in me, they would keep asking me to think of my future. What I wish to be - although at that time, actually I did not really know. One day I was forced to attend a talk by the GPMS (*Gabungan Pelajar Melayu Semenanjung*). During this session my name was called by the invited speaker and that shocked me. He asked what my ambition was and what I wanted to be. I had told everyone that I wanted to do design and draw plans for building, the speaker uttered that I wanted to be an architect.

I also recalled those days when I was applying to further my education after my Diploma, I had written my choices for architecture in all the 8 spaces provided, thus ensuring that I would land in the field of my interest. Although I may not initially understand about design and architecture, I accepted

that it was truly my interest. I have always liked arts, very often the subject that I drew revolves around a very abstract concept and buildings, quite often it would puzzled my friends. I was always in deep thoughts on subjects related to arts. From here onwards, I have decided that I would go in depth learning about arts and design, answering all the questions and queries that would have been thought on the subject matter. This could be the reason why I was able to come up with some unique design that has led me into the competition. It was categorised as visionary and futuristic design concepts incorporating green technology that includes a maximum design for quality working environment focusing on health, energy conservation and green house effects.

"I had used a combination of metals and glass based building materials, "I was not only emphasising on the environment, but took into account the positive impacts on employees while maintaining the aesthetic values of futuristic buildings", he further explained.

"I took part in such contest so as to get the outside exposure to the latest science and technology in design and new materials used in architecture! I was indeed elated to have won such a global recognition and I am happy to do it for me, my family and most of all my *Alma mater* and faculty," ended Ramadan who hopes to further his knowledge in this field and aspires to learn from many successful alumni and architects in Malaysia and the region.

I would like to thank the editor and indeed I enjoyed the interview and hope the segment on this article will inspire students and alumni in the field to put their dreams and out of this world crazy concept as it may sound to test and reality. Who would have thought such crazy work of mine, as viewed by others was not at all nonsense, indeed it was a masterpiece! I have also decided that I will keep on day dream for new concept and will put together more masterpieces for the future. I am glad that my teachers believed in me and so they have motivated me to give my best.



Participants of SAIE Selection 2010 at Bologna, Itali



## Alumni engagement towards branding the HEIs: A STRATEGY FOR INTERNATIONALISATION

Rohani Ibrahim (Dip Agri., 1972)



Group 3 - My Alumni meeting at UPM

Of late the Ministry of Higher Education, Malaysia has acknowledged the growing importance of alumni relations and community engagement in the overall achievement of local Higher Education Institutions' (HEI) mission. Slowly creeping from head office, in emails and letters, are requests for data and report on the status on alumni relations activities at HEIs. Strategically, alumni are the power of influence, thus it is of interest to the country when alumni of Malaysian HEIs share the destiny that would eventually shape the education landscape of the country at the global arena. They are the country's intellectual asset that could hasten the pace of the Strategic Plan of Malaysian Higher education thrusts of education advancements. How can our Malaysian alumni be engaged to realize the mission of making Malaysia the destination for education in the future?

“ the impact on alumni engagement is certainly forthcoming. UPM must take advantage of the potential synergies that can be created through the life-long connection and partnership with alumni at various levels.

It is therefore important for HEIs to position the alumni relations office as one of the core functions of the university, devoted to nurturing the University's bond with its alumni. This require an integrated approach where the alumni relation (AR) office and alumni associations act as catalyst to foster lifelong connections with alumni while the role of faculties and residential colleges are to nurture and enhance the relationship. The University must also inspire alumni and future alumni to translate their natural affection for the institution into a worthwhile cause and encourage them to eventually cultivate an ongoing philanthropic spirit. How one fully harness alumni engagement and align them with the institutional aspirations depends on the architecture set by the Alma mater. A vibrant alumni relations program is one that engages alumni with their Alma mater and encourages them to support the university to the fullest of their abilities either through their time or personal resources and better still through both.

HEI's approach to alumni engagement has been possible with the support at the highest level, the University's Management Team all the way down to the faculty and residential college, backed by the highly committed Alumni Associations. It is through this most flattering support at all level that engagement becomes possible. The individual alumnus, the various chapters at the faculty, residential colleges, the many SIGs (Shared Interest Groups) of various kinds that have anxiously come forward to give their parts for the good cause have also made it easy. No matter what they are dedicated to, there shall be a common goal, which is to give back to the Alma mater preferably financially or in any other way possible.

Technology in alumni engagement is vital to improve the existing connectivity and functionality. This would include creating a robust and coordinated electronic communication programs such broadcast email, new web communication media

and good networking capabilities - with good systems and dedicated people. In the current scenarios the younger alumni are easily connected via the web media (Facebook, Twitter) but other electronic means such the sms through the hand phones has come in handy to reach out to more alumni.

No matter how adequate and enthusiastic is the Alumni Office in their engagement efforts, it is also important to take note on the diversity of alumni engagement. Simultaneously, it is also beneficial for the university to know what the alumni want and need, thus some kind of survey to measure their engagement interests, effectiveness of alumni program and perceptions of certain issues pertaining to their Alma mater would be useful.

The impact on alumni engagement is certainly forthcoming. HEI's must take advantage of the potential synergies that can be created through the life-long connection and partnership with alumni at various levels. While we learn from universities overseas, we should be practical in our approach so as not to be distracted in our mission to showcase the university's academic strength, a key factor in their choice for better higher education.



The HEI Global Outreach Team with the Secretary General of Ministry of Higher Education Malaysia



The Traditional Kelantan *Wayang Kulit*

# CASU / UPM KELANTAN GETAWAY *for* CONSERVATION



Rohani Ibrahim (Dip Agri., 1972) & Aziz Zakaria (Dip Agri., 1970)

It's a vacation Orchard Home of Dr Aziz Zakaria (Dip Agri 1970) in Kg Pecah Hangus (Taman Puspajaya), Kok Lanas Kelantan where more than 60 alumni, the College Agriculture Malaya (CAM) alumni and UPM alumni gathered for a reunion away from the normal home-based venue in UPM Serdang or the Langat Orchard of alumna Norain Rejab (Dip Agri, 1970). The location is Dr Aziz past time holiday cum his conservation work. For many years Aziz has been diligently collecting durian seeds or plantings for his orchard. The location now, is the nursery and orchard for him to develop and maintain as many types of durian varieties for the durian germplasm.



The Saturday Reunion held on 23 July 2011 for many UPM alumni of the 70s and 80s was an unordinary event. It was their get together cum sharing of knowledge with the local community on the conservation of Malaysian rare fruit species. Mooted by Dr Aziz who has deep interest in conservation of durian, together with the collaborations of the Kawasan Rukun Tetangga of Ketereh under the Department of National Unity & Integration, Ministry of National Unity an exhibition and a small forum conservation of rare fruits of Malaysia was organized. An exhibition of 65 rare fruits especially those found in Kelantan, together with a display of 75 types of Kelantan traditional delights of local and favourite desserts were exhibited for viewing and tasting.

It was marvelous to see such a cooperation and integration of the local people and the alumni who came to support the event, they not only renewed old friendships, but met new friends. For many, it was not their first, but overall it was meeting classmates and senior ladies and gentlemen for the first time, after leaving Serdang College and Universiti Pertanian Malaysia. There was a lot of catching up to do for those who have not met since 70s and 80s. Interestingly this gathering not only attracted UPM alumni all over the countries, but it has brought four alumni associates from Brunei and two British lecturers, Miss Anna Snowdon and Ms Anne Proctor-Smith. They were then the British volunteers who taught our senior gentlemen and ladies English during the College Agriculture days (late 60s and early 70s). Their strong

connection with one of the alumni (Norain Rejab) brought them to Ketereh.

As a representative from the University, it is always a pleasing moment for me especially when the engagement is alive. "It is a good feeling when UPM alumni is willing to share his knowledge with the community, thus translating the long standing motto of UPM *Berilmu Berbakti* into a dynamic motive to bring knowledge to the community", said Rohani, the Director of UPM Alumni Centre. The exhibits on traditional fruits and delight were meant to remind people of how rich the flora of Malaysia and the importance of conservation. Creativity and participation of the local people through their contribution in cooking the local food and delights and entertaining the crowd to the local *wayang kulit* music have boosted the event and intriguing everyone present. It gave its uniqueness of this reunion. Indeed the food *laksa Kelantan*, *nasi kerabu*, *nasi dagang* and the rich *pulut durian* served was just mouth watery and great!

To make the gathering more enlightening Dr Aziz presented his talks on his mission for preserving the rare fruits and this was strongly supported by the presence of Mr James Kingham who has a big germplasm and collection of more than 1000 species of forest plant species in his Tunas Harapan Nursery, Tanjong Malim. While everyone was enthusiastic about the rare fruits, unnoticed by many who were there, was a senior Japanese couple from the T. Hashigawa Company who were quietly busy noting and making descriptions of the different fruits



exhibited and later went around the long table displaying the local dessert, picking a spoonful to taste the different desserts of his choice. T. Hashigawa Company is known to create and supply food flavourings, colourings and seasonings throughout Asia. Came along with him was Mr Phang's family who was excited to be in this special holidays and joined the retreat together with the Ketereh community and UPM alumni. Most of the food were to their pleasure and delight, strangely tasty with a hum! And a 'delicious' remark for the local famed dish *putri mandi*, *tepung pelita* and *sang gupal*. Overall congratulatory remark by everyone to the treats of Kelantan local delight was delicious nice and superb!

The Kelantan retreat was unique and was individually fulfilling, Our Alumni has something to share to the community, there's nothing greater for all of us whose prevailed to the call of UPM's motto *Berilmu Berbakti* to share the knowledge on the importance of conservation with everyone!

A Welcoming *Silat*

Two British lecturers, Anna &amp; Anne



Senior Alumni

# A REFLECTION – UPM & FAST-TRACK FORWARD...

Har Jun Mun (B.Eng.Aerospace, 2006)



First of all, I would like to thank UPM Alumni Magazine for giving me the opportunity to write this article. My name is Har Jun Mun, and I am 30 years of age. I was born in Kuala Lumpur and currently live in Norwich, United Kingdom, where I currently work as a junior aerodynamicist for the Team Lotus Formula One team. I graduated from UPM in 2006 with a Bachelor of Aerospace Engineering, and although I'm really pleased to be working for a Formula One team, I feel equally as proud telling people that I graduated from UPM.





“Success is doing ordinary things extraordinarily”



I started my first job as a R&D engineer in a manufacturing company, and although aerospace was my first passion, I could not express my aerospace knowledge well there since it was a completely different industry. I took that as a learning opportunity and only when I moved on to my second job in a local aircraft design company did I feel truly passionate about the work that I was doing. This job gave me a huge amount of exposure into the world of aero, and in my time there I gained an incredible insight into aerodynamic study, wind tunnel testing, creating conceptual designs using computer aided design programs, and generating detailed construction drawings. Along with that, I also was exposed to the world of carbon composites and honeycomb core sandwich layup design and process, as well as aluminium material classification and the CNC manufacturing process.

My journey into Formula One started slightly less than two years ago, when I came across a news article about Tony Fernandes having launched Malaysia's very own F1 team. Short after, the team put out an advertisement in major local newspapers asking for Malaysian Engineers to apply for specific positions within the startup team. Since I was always a motorsport fan and Formula One is the pinnacle of motorsport, I immediately wrote in for the position of junior aerodynamicist. The next thing I knew, I was being interviewed by the team's technical director Mike Gascoyne, and much to my delight, I was offered the job a few weeks later. Joining a Formula One team alone was a dream come true, but being part of something special that was very much Malaysian driven made it all

that much better. I officially started at Team Lotus in February 2010.

My responsibility in Team Lotus is mainly focused on improving the car's aerodynamic performance, which in a more technical term means to increase the down force of the car while limiting the amount of drag. This means I spend a large part of my time running trial parts in the wind tunnel before they actually go on the real car. An aerodynamicist also oversees the aero surface design of the car, monitors the parts manufacturing process as well as planning for a testing programme and run schedule for new parts. After a test section has been completed, we compile reports on the results of the test and whether or not a specific part behaved in the way it was supposed to, as well as how it behaved in relation to the rest of the car.

Quite frankly, working in Team Lotus has been an incredible experience and a big eye opener. Everything moves at breakneck speed and there is a saying that one year spent working in F1 is equivalent to 5 years spent working outside of F1. I certainly believe that this is true; we work very long hours and have incredibly short turnaround times. To top it all off, I've also had to move to a new country and work with colleagues from many different nationalities, backgrounds, and working cultures, so that transition has had a big impact on me as well.

Every day is a challenge and no two days are the same, so it definitely keeps things interesting! The icing on the cake for me is of course when you see a part that you have designed actually make it to a car and had an impact on the performance of



the car during a Grand Prix, that feeling is indescribable! I do not regret a single moment of my time here.

I look back very fondly at my time in UPM, and I would like to express my heartfelt gratitude to all my lecturers and classmates for making my time there so memorable. UPM remains one of the top research universities in Malaysia and I have visited the institute numerous times since my graduation, and each time it makes me prouder to be an alumnus of this prestigious institution.

Last but not least, I would like to share a quote with my juniors at UPM. "Success is doing ordinary things extraordinarily". I believe that quote is very profound and if you approach life with that attitude there is no limit to what you can achieve. I wish you all great success, and I hope each of you end up looking back at your time in UPM as fondly as I look back on mine.



What does everyone say?

the last two years trying to learn and add to the core values of UPM-GSM, I can walk with pride knowing that my added expertise will help those I lead. I wish to be able to rise, as much as I'd be able to, the university's reputation and standard as an academic fraternity. On the other hand, in terms of financial assistance, UPM's Alumni Centre through Yayasan Pak Rashid, had demonstrate a good value to its students in line with its motto "Berilmu Berbakti". As an alumna later in the future, I am inspired by this and will contribute as much as I can to ensure the continuation of studies by students who are in need.

— SELINA HUTAGALUNG  
(MBA, Semester 4, 2011/2012)

“ For me, *Berilmu Berbakti*, works in two ways. One is to share knowledge learnt to the outside world, and the other is in terms of financial assistance to those in needs.

I have Yayasan Pak Rashid's Board of Trustees to thank for my college education, a substantial portion of my generous financial aid package consisted of the Scholarship. As a recipient of a YPR scholarship this year, I would like to take this chance to express my written appreciation to the donor who made it possible. Scholar students' results are good reminders of UPM's responsibility as an institution of faith to prepare students for business leadership that contributes social as well as economic value. The foundation for both academic excellence and care for others bears fruit in its own time. For this, I have a commitment to continue excel both in studies and careers later in the future, with the goal of making the connection with UPM a lifelong one that will be mutually beneficial.

An important aspect of the UPM's motto is about giving back to the community. The idea of "Berilmu Berbakti" is about encouraging alumni to continue to support their community after graduation. When Alumni continue to make a difference after graduation, it sets an example for current and future students about what it means to be a UPM graduate.

For me, *Berilmu Berbakti*, works in two ways. One is to share knowledge learnt to the outside world, and the other is in terms of financial assistance to those in needs. Sharing knowledge not necessarily work directly, like giving lectures, it can be done indirectly as well. After graduating, my goal is to apply the knowledge I have acquired from my degree, along with the experience I have gained in internships and research to obtain a position in financial fields. Having spent





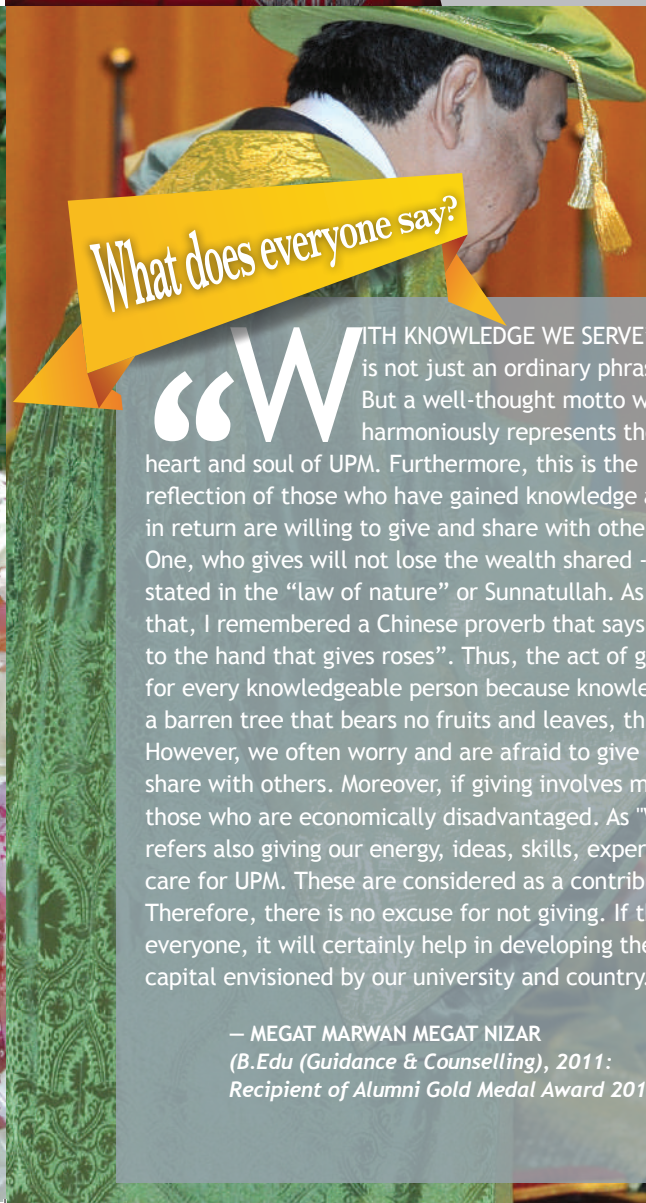
What does everyone say?



In my opinion, UPM's motto 'With Knowledge We Serve' upholds the mission of UPM for everyone to make a meaningful contributions towards wealth creation, nation building and universal human advancement through the exploration and dissemination of knowledge. It was significantly related to the soft skills, the lifelong learning skills to be acquired by the students throughout

their studies. An internal value where it persuades people to serve others with the knowledge they had gained. As such, there is nothing that stop us in pursuing knowledge and serving others. During my years in UPM, all of my lecturers and mentors really have the 'With Knowledge We Serve' mentality clearly embedded in their attitudes and as they shared their knowledge tenaciously with us. I was moved by such positive attitudes that has motivated me to do my best in developing my own talent. By progressing based on the motto, UPM has had many great achievements and has attained Research University status and was placed sixth in the Green metric World University Rankings 2010. These have motivated me, and I have a dream where I want to use everything I have learnt during my 3 years in UPM to help improve human kind and at the same time strengthen my *Alma mater* as a centre of excellence in education, research and services in tropical agriculture.

— KHAIRUL NA'IM YA'AKUB  
(BSc. Forestry, 2011 : Recipient of Yayasan Pak Rashid Gold Medal Award 2011)



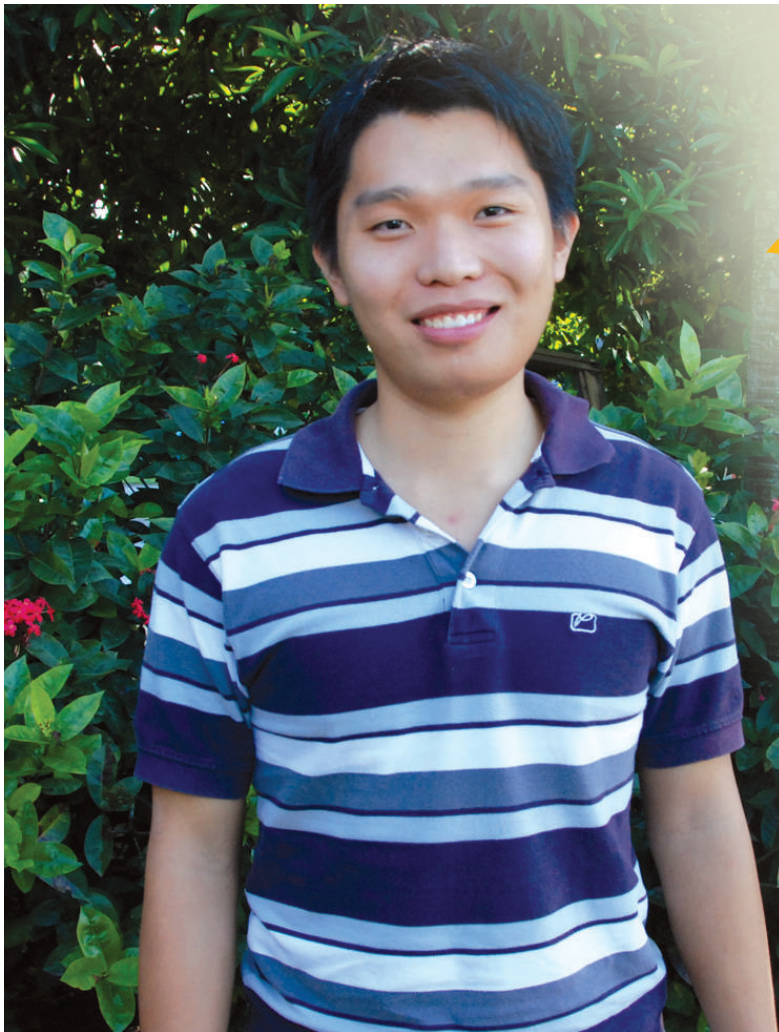
What does everyone say?

“WITH KNOWLEDGE WE SERVE”: It is not just an ordinary phrase. But a well-thought motto which harmoniously represents the heart and soul of UPM. Furthermore, this is the reflection of those who have gained knowledge and in return are willing to give and share with others. One, who gives will not lose the wealth shared - as stated in the “law of nature” or Sunnatullah. As for that, I remembered a Chinese proverb that says “A fragrance always cling to the hand that gives roses”. Thus, the act of giving is highly recommended for every knowledgeable person because knowledge without deeds is like a barren tree that bears no fruits and leaves, thus provides no benefit. However, we often worry and are afraid to give as we feel inadequate to share with others. Moreover, if giving involves money then, it is unfair for those who are economically disadvantaged. As “With Knowledge, We Serve” refers also giving our energy, ideas, skills, expertise, commitment of time and care for UPM. These are considered as a contribution in the 'serving' concept. Therefore, there is no excuse for not giving. If this motto is internalized by everyone, it will certainly help in developing the true and holistic human capital envisioned by our university and country.



— MEGAT MARWAN MEGAT NIZAR  
(B.Edu (Guidance & Counselling), 2011:  
Recipient of Alumni Gold Medal Award 2011)

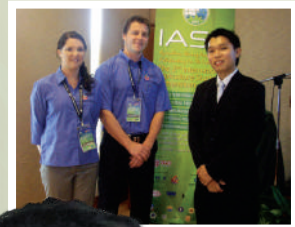




What does everyone say?

What “With Knowledge We Serve” meant to me as a UPM student and future alumni. Knowledge, is like fuel for vehicles, it is a vital input to drive human being from ignorant into learned. University, in particular UPM is the community where teachers and scholars gathered for knowledge exchange. I am happy I found the greatest fuel station in my life, my beloved *Alma mater* - Universiti Putra Malaysia, always and ever.

- BOEY TZE ZHOU  
(BSc. Agri, Semester 6, 2011/2012)



What does everyone say?

The knowledge I acquired while reading for my Masters at UPM allowed me to not only excel professionally but it helped catapult me to greater intellectual heights.

The academic knowledge & invaluable experience UPM has rendered me is priceless and I strive to do my *Alma Mater* proud in return. The UPM motto holds a fond place in my heart as I will definitely be ‘coming home’ to spread my wings.

- THOGAIVIGNAVANI BADMANATHEN  
(M. TESL), 2011)



What does everyone say?

Motto 'WITH KNOWLEDGE WE SERVE' has given me a positive impact to my value as a UPM Alumni. This motto is also the shield of my love and pride to my *Alma mater*. UPM has served our country, Malaysia in producing graduates who are knowledgeable and competitive. During my study at UPM, the exposure to the thinking skills, interpersonal and personal competence has made me become well-rounded alumni with integrity. I will dedicate myself to propagate 'WITH KNOWLEDGE WE SERVE' by engaging in activities organized by the university and alumni office. I will continue to contribute and serve in any ways I can to the development of UPM.

- SARAH RAHIM  
(B. Comm, 2011)



What does everyone say?

Pleasantly UPM's motto 'Berilmu Berbakti' has driven the students to seize learning opportunities at the university and I was one of those. UPM produced competent graduates to function well in the real world. As alumnus, I am happy to serve the Alumni Association and contribute meaningfully in strengthening our *Alma mater* to be a centre of excellence in education, research and services. I am proud to become a part of UPM through the Association and wish to share this sense of belonging with others. Each experience and knowledge that I have gathered here is my most prized possession in life!

-NOR AKMA MAT HUSIN  
(BSc. Forestry, 2005; Dip. Edu (Agri Science), 2011)



# 2011 Till We Meet Again!

**UPM Alumni Day 21 May**  
19 - 28 May 2011



**Majlis Tahlil & Kesyukuran**  
19 May • Majlis Tahlil & Kesyukuran at Masjid UPM



**Homecoming VI Dinner**  
21 May • Highlights of UPM Homecoming VI Dinner



### Homecoming VI Alumni Friendly Sports



28 May • Bowling at the Mines Bowl in conjunction with UPM Alumni Day

21 May • Alumni Golf & friendly rugby game Angel vs Ex-Angels team

### UPM Convocation Weeks

15-19 Oct 2011 • Distribution of Graduate Packages by the Alumni Centre



# Highlights

## International Students Welcoming Programme

8 Sept 2011 • Alumni outreach with new international students



## Golden Girls Club Gathering @ UNITEN

5 Oct 2011



## YPR Professional Training

17-19 Oct 2011 • Workshop on Basal Stem Rot (BSR) of Oil Palm







# Coming Events

## Mentorship Forum for Success

Life & Employability Skills

A new format of mentoring will be offered to UPM students so as to rejuvenate the current format of Alumni Mentorship Program organized the Alumni Centre. The mentoring partnership is between alumni and people from the industry to share experiences and expertise to help with personal and professional growth of students. It is a simple form of people helping people to grow and develop.

### Organiser

ALUMNI CENTRE

### Co-organisers

UPM ALUMNI ASSOCIATION & CHAPTERS, JINM & FACULTY

**March 2012**

A Not To Miss Event! Be On the Look Out!

For more details, please visit the alumni website  
[www.alumni.upm.edu.my](http://www.alumni.upm.edu.my)

# YPR

## Lecture Series

Look out for the upcoming lecture by our prominent alumni.

The lecture will be held on

**Friday 9 Mac 2012,**

**3.00 p.m.**

**at Auditorium Jurutera, UPM.**

# UPM

## Alumni Day

### 21 May

UPM Alumni Day 21 May is officially a special date to be remembered by everyone. It is the official founding date of the School of Agriculture in Serdang in 1931. A special program will be held to commemorate the date at the UPM Great Hall PKKSSAAS. Watch out for more on this event or contact Alumni Centre at 03-89466079/6080/7886 or visit our website for details.

# Distinguished UPM Alumni Lecture Series (DALS)



A moment to give back to the faculty. Each faculty gets to bring their eminent alumni to share their experiences and knowledge with the campus community and alumni. See you there!

For further information, please visit our website for details on DALS in 2012.

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

## Alumni Mentorship Program

• 28 March 2012 & 18 April 2012

The mentorship program is an informal afternoon session where alumni and students meet face to face to get help and exchange information to support learning and help maximize their potential, develop friendship and create network or link with their mentors for career purposes. These mentoring sessions will be held on selected Wednesday at the Foyer, UPM Great Hall PKKSSAAS starting at 5 -7pm. Light refreshment will be provided.

All UPM Alumni and staff are welcomed to become mentors. For details contact Alumni Centre at 03-89466079/6080 or our website.



# UPM alumniupdateform

School of  
Agriculture  
1931



College of Agriculture, Malaysia  
1952 - 1961



College of Agriculture, Malaysia  
1962 - 1964



College of Agriculture, Malaysia  
1965 - 1971



Universiti Pertanian Malaysia  
1971 - 1997



Universiti Putra Malaysia  
1997 - present

## 1 personal details

Name :

I.C. No. / Passport No \* :

Programme :      Diploma       Bachelor       Master       Ph.D

Field of Study :

Faculty :

Year of Graduation :

State/ Country :

## 2 contact details

Permanent Home Address :

Office/ Business Address :

Position :

Telephone nos. :      Home :       Mobile :   
                                 Office :       Fax :

E-mail :

## UPM alumni online Community

Kindly visit our website and update your address with us from time to time  
We thank you for your co-operation. This data will be kept in the UPM Alumni database  
for future correspondences.

Please photocopy and help us distribute to your alumni friends. Sent completed form to:

**Alumni Centre**, Bangunan C13, Lorong Pongamia, 43400 Universiti Putra Malaysia, Selangor Darul Ehsan  
**Tel** : 03-8946 7886 / 8946 6079 / 8946 6080      **Fax** : 03-8656 6933      **Email**: [www.alumni.upm.edu.my](http://www.alumni.upm.edu.my)

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