### Serdang<mark>sun</mark>

a tradition of giving, a culture of bonding

UPM ALUMNI MAGAZINE











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elcome to the January-June 2014 edition of our Serdang Sun. I hope the stories we present to you in this issue will bring back the nostalgia you had with UPM.

I am delighted to share with you some of UPM achievements so far! We welcome 2014 with outstanding news for having awarded the 16th place in the UI-GreenMetric World University Ranking 2013, the best among local universities in Malaysia. It reflects UPM excellence in continuously promoting sustainability through environmental conservation and the use of green technology. As such, 2014 marked the 23 years of collaboration between UPM and Mitsubishi Corporation in a conservation programme at UPM Bintulu campus in the effort to conserve the green of the flora. To add, the open area adjacent to Anjung Putra was turned into UPM International Mango Grove whereby 22 clones of mango trees were planted to reflect UPM appreciation to the prescense of our international students from diverse cultures and background. In other news, the first half of 2014 also witnessed the success of our UPM atheletes in defending their championship in SUKIPT (Inter varsities Sport Championship). These atheletes are our pool of talents which will contribute to our nation thus become UPM ambassador on local and international field and track. UPM is certainly proud of them! Last but not least, it is our pride that The Malay Heritage Museum, the first of its kind in the country was launched at Faculty of Modern Languages and Communication. Do visit us and take time to uncover what's new in UPM.

# Commencement 2014 Celebrating talent, and make it difference!

UPM Alumni Centre will continues to leverage on alumni relationship for mutual benefits. We realized that Alumni who have been successful in their own careers have a tremendous amount of experiences to offer to current students or future alumni and also their fellow peers. With that in mind, the editorial team has put together a number of success stories of our proud alumni who have chosen a different sort of career by

going to work in their proud uniform. Do read their stories and let us know yours also! This certainly showcase the impact UPM has had on you!

21th of May should be celebrated by all alumni wherever you are . This year is our 83 anniversary and we devoted it with our signature program, SERDANG HERITAGE. Do join us in 2015 to relive the experience you have had with your alma mater. We are grateful to have you back in Serdang and Bintulu.

We'll keep you posted with the latest happenings at UPM through news releases at our homepage both UPM and Alumni centre. Alternatively, you can also download our Alumni Magazine by clicking the link at our homepage. Do like our FB too. See you in our next edition!





rs Kausalya Devi, the Deputy Commissioner of Prisons since 2007, holds the responsibilities as the Head of Parole & Community Services, Prisons Department of Malaysia. Serving for twenty-two years with specialization in Management of Parole System, she has made significant contributions. She was awarded for her outstanding service in 1997 and again in 2005 besides receiving a commendation in the latter from the Deputy Minister for the Mother's Day programme.



### **Early Career**

She was born in Raub, Pahang in 1964. She was offered to study for a Diploma in Science (Human Development), 1981 and obtained Bachelor of Science (Human Development), 1988 in UPM. She temporarily worked as a research assistant and pursued her Masters Degree in Resource Management in the Faculty of Human Ecology, graduating in 1993. Her interest in the management of parole systems motivated her to embark on her PhD research in the Faculty of Social Studies in Universiti Kebangsaan Malaysia.

With her masters degree, Mrs
Kausalya Devi was offered two job
interviews, as a welfare officer as well
as a prison officer. Interestingly, she
managed to get on the KIV list for
Welfare officer but destiny paved the
way as the Deputy Superintendent of
Prisons (KX41). Without regrets, she
not only became the first female in
her given position, but she enjoys her
job as it became the platform to help
people. She attributes her success
to the full support from her husband
and the love for the uniformed regalia.

1st July 1992 was a significant date when she began her career as a prisons officer, undergoing a basic course for seven months at the

Prison College. Her first duty was at the Prison Headquarters in the research department. From 1995 until 2001, she became a lecturer at the Prison College and later returned to the Headquarters as Public Relations officer. Later as the Director of Women Prison, a turning point for her, as it touched her human spirit when she realised the void experienced by women prisioners who were away from their families while serving jail term. She spearheaded a programme called Mother's Day for the woman prisoners in 2005 intends to raise awareness to the residents of how important it is to achieve a happy and successful life, besides being the pillar of strength.

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became the first Head of Parole & Community Services in 2007.

### **Unforgettable Moments**

Mrs Kausalya Devi mentioned that her experience in UPM as unforgettable, during each phase of her studies, especially in a course on Household Management. It taught her the golden rules of managing finances and lifestyle. "Managing my own small vegetables farm, eating local abundant fruits and the residential colleges I stayed throughout the years at UPM are memories I will cherish forever," said Mrs Kausalya Devi.

When asked who the best lecturer that she had ever met, she rattled of

the names of Dr. Husna Sulaiman without any hesitation, followed by the names of other lecturers including Datuk Napsiah Omar, Dr. Maznah Baba, Puan Naimah Md Salleh, Assoc. Prof. Dr. Jariah Masud, Prof Dr. Tengku Aizan Abdul Hamid and Datin Aziah Hashim. When asked about UPM as a Research University, she expressed that UPM is synonymous with research, and perhaps needed to gain milestones in research, namely in agriculture, forestry and veterinary.

### **Giving Back**

As a long term goal in her career, she intends to carry on working until she reaches her 60's, given good health and definitely to complete her PhD, upon which she wanted to work as a lecturer at the Prisons' College to share her knowledge. In extending advice for undergraduate and job seekers, Mrs Kausalysa Devi said they should equip themselves with human social interaction skills and community service as that would build their interpersonal abilities which were visibly lacking in young people.

For the final question, she was asked what she would do if she was given a chance to return to UPM as her Alma mater. Mrs Kausalva Devi mentioned that she wanted to teach and share her experiences that she had gained after being in this field for 22 years to UPM students.



years at UPM are memories I will cherish forever When Mrs Kausalya Devi was transferred to the Division of Parole and Community Services, all the division members and herself were responsible to develop the parole laws, standard operating procedures, training and others. She was sent thrice to Australia to learn about paroles and related issues. She also represented Malaysia in

discussions to share experiences in regards to paroles among countries involved. The programme materialised successfully, and she



### **Features**

**FIREMAN** 

FIGHT AGAINST FIRE, SAVE HEARTS AND

HOMES

By: Lt. Cdr. Assoc. Prof. Dr. Mohd Hasmadi Ismail RMNVR (Dip. For, 1996; B.Sc. Forestry, 1998; M.Sc Applied Remote Sensing, 2000)







**WE** are different. When a house burns, everyone runs out from home, but we had to run in through the smoke and fight the fire". These words rang through when we met Fireman "Nazili" at the Malacca Fire and Rescue Department. Nazili bin Mahmood was born in Pasir Putih, Kelantan and received his secondary education at Sekolah Menengah Tok Janggut, Pasir Putih. As the oldest of four siblings, he was regarded as a 'spring board' in his family, driven in everything he wanted to do.

### **Life Background**

He began his studies in Diploma of Agriculture UPM (1989 - 1993). Not one to rest on his laurels, he continued his Bachelor's Degree in Fisheries. He remembers vividly staying at the 7th residential college (now known as KOSASS) which definitely made him a stronger and better person. "I will say that orientation week in KOSASS was challenging for me during that time." reminisces Nabili.

On his first job, Nazili recalls joining as a fireman in 1996 during which he was working in an agricultural company in Nenasi, Johor. He said, "the call to become a fireman never crossed my mind as I was growing up. But one day while working in the farm, I heard a siren from a fireman truck passing through my workplace. I was touched." Therefore, in a bid to explore more opportunities, he turned down his current job and applied to become a fireman. Then when the

Fire and Rescue Department gave him a call, he knew his dream had manifested. He was recruited as a firefighter in 1997. He believed that elements such as being honest, equipping oneself with military training and also attending a scuba diving course during his training stint, helped him in his current career. In 1998, he was assigned to work in Kuala Lumpur in the operations and scuba diving unit. He was promoted as Commandant of the



People know that you are putting lives of others before your own...



Academy Training Center in Kuala Lumpur in 2005. Then in 2014, he was transferred to Pahang and served as the Deputy Director of the Fire and Rescue department until May 2014, when he was appointed as the Director of the Fire and Rescue Department of Malacca.

### What was it like to be fireman?

To which Nazili said "Actually a fireman's job is tough as unlike other professions that may need specific skills, a fireman needed to possess a multitude of skills and talents." A combination of its unique job profile and working conditions inevitably places tremendous demands on firefighters, but what drives the best fireman is saving lives and serving the community, traits that determine a successful fireman.

The most challenging experience of his time as a firefighter is during a search and rescue operations where as the Commander of Operations in Leyte Island, Philippines during a landslide disaster in 2006, he was entrusted to coordinate with teams of other countries such as Australia, Taiwan, Thailand, Spain and Turkey. Malaysia sent a 60man search and rescue and medical assistance team named the Special Malaysia Disaster Assistance Team (SMART). SMART team Malaysia spearheaded the operations and as the Commander, he was in charge of the coordination aspects for international operations, especially in the aspects of command and control.

### Is it glamorous?

Nazili emphatically claims that perhaps it is not but absolutely fulfilling as one has to make sacrifices. "People know that you are putting the lives of others before your own. It takes a uniquely strong and courageous type of person to become a firefighter. You must demonstrate that you would have no doubts about putting your own life in danger for the sake of others." said Nazili in all honesty.

To what jogs his memory the most in UPM, Nazili mentions that he remembers he had to give speeches in public. "I was quite weak in public speaking. To overcome it,

I got involved in the College Student Council of the 7th College. I became the Chairman of the residential college. KOSASS provided a platform or corner called "Gong Pidato" where students were given the freedom to talk about current issues and deliver the voice of their hearts. I realised that the problem was actually not a problem for me. I took it as a challenge and embraced the learning process. Therefore, I continuously encourage students to participate in the college activities as it gave me lots of experience."

### **Sharing thoughts**

His advice to forthcoming UPM graduates is that academic qualification is very important but it must be complete with additional skills to make you more unique than other graduates. "Don't be so called bookworms. Only at the University, can you equip yourself and build your skills."

In concluding his sharing, Nazili strongly supports the efforts of UPM to build a clock tower and generate funds for the Wakaf I-lmu. "I hope that the alumni will help by contributing funds to achieve this aspiration. I am also interested by the effort of the Alumni Centre to establish the alumni chapters. This will facilitate communication and build a close relationship between the alumni and the university."

### From Reserve Officer TO Marine Officer

ohd Hazimy bin Yusoff was born on 18th of December 1985 in Pasir Puteh, Kelantan. Coming from a small family, both his parents were responsible for teaching him the value of education and placed great emphasis on the importance of learning.

His journey to obtain his academic qualifications began when he studied for his Diploma in Forestry, and subsequently obtained his Bachelor of Science in Forestry from UPM, 2008. He learnt a great deal about discipline and responsibilities in UPM. "Being a Reserved Officer Training Unit (ROTU) for 3 years greatly influenced the development of my character. My stint at the Malaysia Agriculture Research Institute (MARDI) and working as a Research Assistant at the Faculty of Forestry, UPM also taught me the meaning of handwork, sheer determination and also shaped me to become more disciplined, mature and independent." shared Mohd Hazimy. The highlight of his career was the time when he was given the once in a lifetime opportunity to spread his wings where he was appointed as a Maritime Officer at the Malaysia Maritime Enforcement Agency in the Sarawak region.

Hazimy shares that his philosophy on life is simple - "Hablu Minallah Hablu Minannas" which means 'Our

relationship with Allah the Almighty and our relationship with our fellow human beings.' He lives by this motto as it helps him to learn to be adaptable and to relate harmoniously with all human beings. "As a government servant, meeting and working with people from all walks of life and facing all kinds of behaviour are part and parcel of what I do.

He recalls, "The period I spent as an officer in C3I (Com-mand, Control, Communication & Information) Operations Department where I led the Operations Center in the internal waters and territorial sea in the Sarawak region was indeed an unforgettable experience. One of the memorable moments during my tenure there was my involvement with the Search and Rescue (SAR) Operation patrolling the Malaysian waters.

### **Expand your Horizon**

Saying that he was very fond of his days at UPM conjures up images of many happy moments. "I met most of my favourite people there







including my friends, and we were like one big happy family who were there for me through thick and thin. For me, the UPM experience was an unforgettable journey. From the beginnings in a quiet town of Pasir Puteh, I'd never imagined that the Faculty of Forestry and the ROTU hostel would be my second home. UPM did more than just provide me a first-class education; it offered me the space to grow as an individual, to try new things and to meet new and interesting people. It is a place where you are never far from a new opportunity or experience - some of my memorable experiences include joining the scientific expedition to Gunung Tahan in 2008 and successfully climbed and conquered Gunung Ledang in 2006."

### **Passion for Success**

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," reinforces his true sense of identity.

During his years in UPM, Hazimy mentions that it taught him in order to secure a good future, the time spent at the university should be the building blocks that prepares a person in one's professional career. The activities that he participated in during his undergraduate years helped him develop an affinity for the maritime industry. "I also grew confident at using my knowledge and skills on research, transport data and resource management, search and rescue operations in the Malaysian Maritime Zone and on the high seas." said Hazimy.

"Looking back at my life and the way I experienced tertiary education has made me a firm believer that I can contribute and that an investment in the university is the best investment one can make in the future of our education."

Hazimy concluded that UPM provided him with a positive start in life, and it was at UPM that he discovered who he really was, a process that he now know goes on throughout his life, filled with cherished moments and unforgettable memories. "I will indeed not forget my *Alma mater* and hope to contribute to the UPM alumni community," emphasized Hazimy.

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zlin binti Alias was born in Kuala Lumpur on 9th March 1986 but spent most of her childhood in Kampar, Perak with her elder brother and sister. She lived with her father who was a retired RTM technician after her mother passed away. In 2005, she did her Bachelor Science (Forestry) majoring in Recreation Resource Management and she was graduated in 2008.

She began working as a research assistant in UPM for about two years before being appointed as a tutor at the Management & Science University (MSU) until 2012. In September 2012, she joined the Royal Malaysian Customs Department as a Superintendent of Customs in Bentong Station, JKDM Pahang where she is presently. For her, joining the Royal Malaysian Customs Department, with its numerous divisions such as enforcement, internal taxes and the legal division, has given her a very different experience from the world she used to know. She really loves her job because as the Superintendent of Customs, she meets all kinds of

people with issues related to her portfolio, but she remains steadfast in the enforcement of the law to resolve problems. Despite being a junior officer working with her own team and being accountable to her head of department, she embraces the challenges through engaging well with people at all levels.

She said, "You must respect all the experienced staff but at the same time, you must be knowledgeable and be a good leader to them." When asked about her valuable working experience, she shared that working as a controller at JKDM Bentong as memories worth mentioning. Visits to different districts such as Genting

Highlands, Bukit Fraser, Janda Baik, Cameron Highlands, and Kuala Lipis translates to frequent travels and visits to all kinds of premises; restaurants, spa reflexology shops, hotels, pubs, and casinos for monitoring and enforcement of customs related purposes. Spending most of her time carrying out operations is not a problem, as duty always comes first. The 28 year -old superintendent is equally proud that she received her confirmation in her position in less than a year, and she was awarded a ribbon that now adorns her uniform.

She contends that her experiences in UPM were delightful. She said, "What I miss the most about UPM is of course the Faculty of Forestry, 13th College, SISFEC, all my lecturers and beloved friends! Seriously I miss them with all my heart and because of them; I am who I am right now." Besides that, she remembers that for almost 3 years, most of her weekends were spent in the forest doing practical lab and remembers having lots of fun! She realised

that her course mates and lecturers were like family to her as she could share all her problems and enjoy beautiful moments together.

To Azlin, in order to be successful upon graduation, one needs to have determination, passion, diligence and know exactly the path one wants to take in the future. She also stresses the importance of showing appreciation and repaying the kind, thoughtful deeds of people around who have been supportive. When asked to hand out sound advice to students who will be graduating and looking for a job, Azlin mentions, "Don't be too selective if you have been offered any job that you did not ask for. Try working on it and let it be your first step before the next opportunity comes your way.

If there is any form of help or information needed by UPM that concerns my JKDM Bentong, please do not hesitate to contact me directly and I will give my best to fulfil any request. Lastly, I'd love to say that it's very good to be involved in any uniform body or association. It will

definitely produce students who are highly disciplined, punctual, respecting elders and capable of carrying out any task handed to them in a responsible and excellent manner.

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# I volving through

By: Hasbullah Abd. Rashid (Dip. Animal Health & Production, 1996; B. Business Administration, 1999)



asbullah Abd Rashid is from Kodiang, Kedah Darul Aman, a quaint little town up North. While growing up in Alor Setar during his childhood, life was simple and carrying out basic daily routines was the norm. He used to draw icy, cold water from the well to bathe, play by the monsoon drain, pass my nights under the gasoline oil lamp as well as doing other routine kampong boy activities. Due to his humble upbringing, home-made kampong dish remains his favourite food.

### **Imprint of Success**

When asked about school, Hasbullah Abd Rashid humbly mentioned that he was never one of the brightest students, although he did surprise his primary school teachers when he scored 5A's in his Standard Five Examination (which is equivalent to the current Ujian Penilaian Sekolah Rendah). And of course, his parents were very proud of his achievement since he was the only one from around the neighbourhood at Rumah Pangsa Seberang Terus who had obtained such excellent results. "Back then, there was always a stigma attached to people from rural areas, and I was proud to prove them wrong." states Hasbullah.

He enrolled into UPM after completing his secondary education at Kolei Sultan Abdul Hamid, Alor Setar, Kedah. In UPM, he was offered to do a three and a half year Diploma of Animal Health & Production programme (DKHP), 1992-1996. He decided to continue his Bachelors Degree programme in Business Administration for three years (1996-1999) in UPM.

His experience in UPM triggered his interest in his current job as an Immigration officer. Hasbullah kept his personal management mantra which is to always "Think before you Act". He explained that a well-thought out decision will benefit more. A decision made in haste has the tendency to prove disastrous in the end. He also believed that to be successful, in one's career, one has to always strive to offer the best, not only to

oneself but to the whole organization, because in the end, employees can be compared to as just cogs and wheels in a bigger machine.

About gaining invaluable work experience, he contended that his first and second jobs taught him a lot because the nature of the job and function were somewhat different. While he was attached as a junior officer at the Veterinary Department in Langkawi, Kedah, he had faced some interesting as well as challenging periods. One of the most challenging phases that the department had to deal with was the outbreak of the Japanese Encephalitis (JE), H5N1 and Foot and Mouth Disease (FMD).

Meanwhile in his current post as an Immigration Officer, he involved in drafting the free flow policy for Wang Kelian in Perlis, the entry policy as well as the abolishment of travel documents for frequent foreign travelers entering via the Padang Besar immigration checkpoint. In addition, he had to oversee that all entrance policies were thoroughly explained and understood by the Thailand authorities in order to avoid any misunderstanding.

He strongly believes that when one is given certain responsibilities, one must aim to do the best that one could. He is hopeful that the success reaped from his current endeavor will benefit other officers in future.

### **Walk Down Memory Lane**

Up until now, he still remembers as a DKHP student, most of his time was spent at the farms, which were located quite far from residential college. He did not have the privilege of owning a motorcycle. and running around to classes to avoid disrupting schedules were challenging. "There are far too many UPM memories of which I would love to share. Every nook and corner of UPM offers its own distinctive memories while I was studying there. From Bukit Expo, KK7, padang kawad, UPM library, my faculty and even many of the food stalls in the surrounding areas such as MARDI, Serdang and Seri Kembangan." said Hasbullah recalling all the sweet moments.

Like many, he believes that campus life is the best time to gain as much knowledge and experience as possible. Although an outstanding academic track record is always something to be pleased of, he strongly believes it should not be the only focus as a student. He truly believes that the most important thing is to fully utilize the time as a student by being active, and participate in campus activities. It is important to build a



Think before you Act". He explained that a wellthought out decision will benefit more. A decision made in haste has the tendency to prove disastrous in the end

portfolio with reputable certificates because these activities are the added advantages of campus life.

### Strengthen Softskill

In providing advice to future students in UPM, Hasbullah disclosed that as a university student, we must not restrict ourselves simply to attending classes. "This is the period in life that helps to equip us with the relevant soft skills and communication skills which will enhance our personality once we enter the workforce." Upon reflection, he chose to encourage students to join uniformed bodies on campus which inculcated self-discipline and commitment, and preparing oneself in anticipation of the future.

In a final word on the UPM alumni, Hasbullah had this to say, "Trust me when I said I was never an outstanding student. But I do believe that every individual especially UPM alumni could contribute something back to the Alma mater. We could at least attend some of the programmes organized from time to time."





ua'azam's interest in aviation began when he realized sighted a plane flying over his house; a turbo trainer Pilatus PC-7 belonging to PULATIBANG. There was no turning back from that point as it had sparked a deep interest to gain more knowledge on how military personnel executed their duty in times of war. That trail of thought brought him to the opportunity to join the Reserved Officer Training Unit while studying at UPM.

That stint in UPM landed him a military career as the Military Education Officer after two years of teaching at the best boarding school in Seremban, Negeri Sembilan. He wanted to obtain more answers about the aviation industry: he wanted to know how aircrafts flew and to gain experience in aviation. And so, he enrolled in a flying programme at a flying club. Upon completion, he immediately joined the aviation industry as an instructor. Surprisingly, today flying is not his

day-to-day job. Instead, his passion is to develop and train cadet pilots. Being the Chief Ground Instructor at the premier flying academy in Kota Bharu airport speaks a million things about what drives Mua'azam's interest. His love story with his career is his seemingly unquenchable thirst to explore all possibilities in his selected profession. Time and again, he would study the most effective and efficient way to train future aircraft captains. Mua'azam had this to say about his experiences:

"Once, I managed to land the training aircraft safely and calmly after experiencing problems in the engine and that was one of the most valuable experiences of my life. Secondly, being promoted to the Chief Ground Instructor, despite my minimal experience in aviation serves as evidence that people recognize the talent that I have as an instructor and as a military education officer, and I treat it as my greatest achievement."

Looking back now, he is thankful to the intense training he received and his education programme. It really helped make me who I am today and so UPM will always be in my heart. Of course, I could not have done all of this on my own; and to all the people that have helped me, I miss them so much, the people from the same programmes especially at Seventh College.

Reminiscing about his life in UPM, Mua'azam says that he really enjoyed himself while studying there. To him, the lectures and lecturers were of the best quality. Realising that the learning process was hindered as a result of very limited resources in Bahasa Melayu, he made it a point to frequently visit the library to study. Asked if he were given the opportunity to give back to the university, he declared that he would love to return as a guest lecturer to disseminate his knowledge and experience.

**66**There is no other training at the university that challenges the mind to such a degree, and has such positive impact on the students in terms of strategic thinking, knowledge, approach, thinking and so on...





His advice to all students is that one should always keep an open mind and to never stop learning because one day we might end up with a job that we would have never expected. He also reminded students that they couldn't afford to be choosy in life, to be willing to venture into new disciplines of knowledge and to always be prepared to gain valuable experience.

Last but not least, Mua'azam Mohamad's final advice to all students is stamping his call to all students to involve themselves in uniform bodies or association as he believed that it had the abilities to train in strategic thinking. He said, "There is no other training at the university that challenges the mind to such a degree, and has such positive impact on the students in terms of strategic thinking, knowledge, approach, thinking and so on."







# @Cuti-Cuti Halal

By: Mazura Stapah (Dip. Forestry, 1996; B.Sc Forestry (Park & Recreation Management, 1998)

TRAVEL in the land and see how (Allah) originated creation, and then Allâh will bring forth (resurrect) the creation of the Hereafter (i.e. resurrection after death). Verily, Allâh is Able to do all things." (Surah Al-Ankabut, ayat 20)

The Noble Quran verses show that Islam encourages Muslims to travel. It is hoped that through their travels, Muslims would witness Allah's Greatness. Also, travelling is a treasure trove of knowledge that brings a multitude of benefits to society.

### **Islamic Tourism**

Islamic Tourism or Cuti-Cuti Halal (CCH) that is promoted in Malaysia is not a new product in the tourism industry. However, lately it has kindled a new emergence in the tourism industry. According to the Islamic Tourism Centre, and the Ministry of Tourism and Culture, Islamic Tourism is any activity, event, experience or involvement, exploration that embraces the values of Islamic law. Its main purpose is for Muslims to enjoy the Islamic framework, either one or all of the following aspects of the history, art, culture, heritage, way of life, economy, health, education or any other dimension of human life.

During a forum on Religion and Public Life in 2011, Pew Research Center's reported that over the next 20 years, the world's Muslim population is expected to increase by 35 percent. This population is expected to increase from 1.6 billion in 2010 to 2.2 billion by 2030. This projection definitely gives a positive impact on the development of Islamic Tourism in Malaysia. The Islamic

Tourism Centre and the Ministry of Tourism and Culture Malaysia (2013) stated that the statistics of foreign tourists expected to visit Malaysia in 2012 is 25 million. Of that, about 22 percent will be Muslim tourists. Based on this statistics, the largest number of Muslim tourists coming to Malaysia will be from Indonesia and Singapore, about 2.10 million and 1.95 million people respectively. Meanwhile, tourists from the Middle East will be from the United Arab Emirates, Saudi Arabia, Bahrain, Syria, Lebanon, Egypt, Yemen, Oman, Qatar, Iraq, Kuwait, Jordan, Morocco, Algeria, Libya, Tunisia, Sudan, Ethiopia, Djibouti and Mauritiana with a total of 138, 869 people.







### **Government Incentives towards Tourism Industry in Malaysia**

We are blessed with rich natural resources and facilities. Malavsia was ranked top 10 in the number of arrivals and ranked in the top 15 based on total revenue from foreign tourists.

Before we look in depth on the potential of Islamic tourism@Cuticuti halal . let us discuss about government supports in this industry. In Malaysia, the Tourism industry is one of the areas identified as potential drivers of the economy. Bank Negara Malaysia (2012) has reported that tourist expenditure in 2012 is RM60.6 billion. Remarkably, the tourism industry is the fifth largest industry, contributing about RM37 billion in gross national income (GNI) in 2009. The industry is expected to grow with the increasing number of tourists arrival from 24 million in 2009 to 36 million people in 2020. Therefore, the government aims to attract a total of 36 million international tourist arrivals and generate RM168 billion in tourism receipts by the year 2020.

### International Ranking of Islamic Tourism

Nowadays, there is a great demand for Islamic Tourism globally. Therefore, the supply in this area such as resources, facilities and attractive tourist spots must be upgraded or

maintained. At the international level, services offering the Islamic Tourism industry is up scaled specifically for maintaining the quality of utility services provided to tourists. The existence of this ranking system also indirectly promotes competition in the supply of quality tourist destination internationally in providing facilities for Muslim tourists. As this ranking is recognized internationally by the consultant body, Crescentrating Rating and Dinar Standard, both based in Singapore and USA, the standard indicator is that these facilities must be Muslim friendly as a tourist destination. The criteria to be considered in evaluation is that it must project excellence from one destination to the next destination, focusing on the ability to offer halal food, prayer facilities, halal-friendly accommodations and a few more features required by a Muslim tourist. Malaysia was ranked at the top of the list as a holiday destination issued by the consultant body for three consecutive years, from 2011 until 2013. The ranking is followed by Egypt, the United Arab Emirates, Turkey, Saudi Arabia, Indonesia, Morocco, Jordan, Brunei and Qatar. The Crescent Rating also reported that the main factors facilitating Malaysia's top ranking is attributed to the convenience of getting halal food and that prayer facilities are easily available anywhere in the country.

The criteria to be considered in evaluation is that it must project excellence from one destination to the next destination, focusing on the ability to offer halal food, prayer facilities, halalfriendly accommodations and a few more

In short, the artless step to enjoy CCH is related to location, activity, outfit, companion, meals, performing worship during travelling and so on. These matters must be compliant to the syariah.

### Conclusion

Islamic tourism has a bright prospect to grow rapidly in Malaysia. This sector will see an increase as the Muslim population increases in the world. This will inevitably bring an increase in the Islamic tourism market in Malaysia. This country is fortunate as Islam is the official religion. The Islamic environment inspires Muslim tourists from around the world to visit our country. It is imperative that sectors including industry players and the public should take the opportunity to provide exemplary 'Muslim friendly' facilities and services which would directly cater to the market from all the Islamic countries.

### **Contributions**

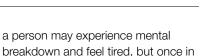
# GRASPING MY CHILDHOOD DREAM

By: Assoc. Prof. Dr. Abdul Rasid Jamian (B. Ed. Teching of Bahasa Malaysia as a Right Language 1997; MA (Malay Language, 1999; PhD, 2003),

Nik Hafzaini Nik Hassan (BSc. Consumer Science, 2006)

ORAZLINDA AZMEIR, the third child from five siblings was born in Shah Alam, Selangor. From an early age, she had been taught to be independent, easing her into routines that helped her academically. The year 2007, was a momentous occasion for her as she stepped into Universiti Putra Malaysia (UPM) to do her Bachelor of Business Administration, majoring in finance.







While in UPM, she was involved in theatre work, under the tutelage of Encik Husalshah Rizal Hussian. Upon graduation, she did not continue her interest in the field of airline, instead she joined EON Bank, USJ branch, working there for the next three years. Despite her new orientation, she still hoped to continue her passion in airline industry and turn her dream into a reality.

The big break came in 2010, when she joined Malaysia Airlines Sdn. Bhd. (MAS) as an air stewardess. This was her dream ever since her school days. During that time, her father and brother were also working in the airline industry, and this had been the biggest influence for her to be part of this industry. On top of that, her experience in food preparation while working at the Banquet Hall in UPM had also inspired her to do something along this line of work

Initially, she had planned to work for 2 years but time flew so fast, and when she realized it, she had been working for MAS for 4 years. Due to her excellent working record, she was given a permanent post after 3 years of service instead of the normal 5 years. She underwent 4 months of training in communication and grooming to be an air stewardess.

Azlinda shared that working as an air stewardess is a challenging task. "It is nothing close to what most people assume of how it feels like to be an air stewardess. Most people would have the assumption that being an air stewardess needs only a pretty face and looking glamorous at all times. It takes a lot more than that. An air stewardess has to look after the safety of the passengers, and the most important thing, is that they need to stay calm if anything happens. Besides that, they also need to keep the toilets clean, serve the food, and so on. For sure, all of these need to be handled professionally." In times of emergency, the air stewardess had to be extremely patient, such as when a passenger falls ill. Under that circumstances, an air stewardess should have the skill and know how to handle such a situation. According to her, to be in this field,

that inspires one to work hard. As an air stewardess, Azlinda has gone to many foreign capitals such as Delhi, Istanbul, Dubai and Hong Kong. Once they arrive at the respective destination, the crew will

the uniform there is a hidden energy

stay for two days. They will spend their time shopping, sightseeing and return home the next day.

With regards to celebrating Hari Raya, she was usually abroad and luckily this year, she was in her hometown and celebrated Hari Raya with her loved ones. On rare occasions when the crew find themselves celebrating festive occasions overseas, they take the opportunity to enjoy the festive occasion as one big family. This makes them happy and builds a stronger relationship with each other.





### EACHING THE GOAL

By: Lt. Cdr. Assoc. Prof. Dr. Mohd Hasmadi Ismail RMNVR (Dip. For, 1996; B.Sc. Forestry, 1998; M.Sc Applied Remote Sensing, 2000)

> re universities' ranking important? Why are universities' ranking important? When it comes to finding out about a college or university, to what extent was the university's ranking given much emphasis? In a survey by Niche.com Inc.(2014) from more than 800 users, 93 percent reported that universities' reputation were deemed as extremely important, and only 7 percent indicated as unimportant!

It must be contended that university rankings had several implications as it can help future students determine where to apply the courses they want. In addition, the university ranking had a bearing on future employers as they associated a candidate in terms of work ethics with the faculty. Hence, the name and branding of the institution of higher learning is quite important in the working world.

World universities' ranking conducted by QS (Quacquarelli Symonds) in the QS World University Rankings in 2014, involved 90,000 questionnaire responses. It witnessed more than 3000 higher education institutions taking part and more than 850 institutions were evaluated. There are six QS used as indicators in the performance of university rankings as shown in Table 1.

	QS World University Ranking	
Indicator	Weight	Sources
Academic Peer Review	40%	Global Survey
Employer Review	10%	Global Survey
Citations per Faculty	20%	Scieverse Scopus
Students Faculty Ratio	20%	QS Database
International Faculty	5%	QS Database
International Students	5%	QS Database

Table 1 Indicators of QS WUR

### The best way to use ranking

Generally, there are more than one ways to choose a university of choice. One should think about what you want and where you want to go. Figure out what's important to you, and you can allow the rankings to help you narrow down your prospective university list. Upon

asking one of the postgraduate student, an Iranian, "Why do you choose UPM as your place for your postgraduate program?" His response clearly indicated his views. " In the first place, I just want to further my studies in Malaysia because my friend told me Malaysia is good a country for one to pursue one's study. Then I searched in Google for the

top university in Malaysia. I found UPM and knew UPM is among the top research universities in Malaysia. Without a doubt, I chose UPM. When I graduate, I can say I attended the top 5 university in Malaysia. Ranking is utilized more as a source of pride" he said. Giving hope to lesser known universities with weaker rankings, the student mentioned that it was better not to assume that only the "No. 1 university is worth attending. Rankings are also helpful in giving you a hint of lesser-known faculties, especially when it comes to very specific field of study. Once students graduate from a university and are looking for a job, a potential employer can look at a candidate's alma mater and predetermine the performance quality based on where the faculty stands in terms of rankings.

Universiti Putra Malaysia (UPM) through Putra Global, is aiming to be in the group of 200 universities in the world by the year 2020 as a benchmark in ensuring that UPM remains relevant at the international level. This is in line with the vision of the government and universities in making Malaysia a developed nation by the year 2020.

### **UPM achievement- QS World University Ranking**

Based on track record, UPM has joined the QS World University Rankings (WUR) since 2005 to obtain the series of results as shown in Figure 1 below:

In Fact File documents submitted by QS to UPM on 9 September 2014, QS reported that UPM is ranked 376 in

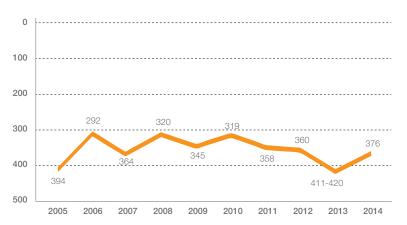
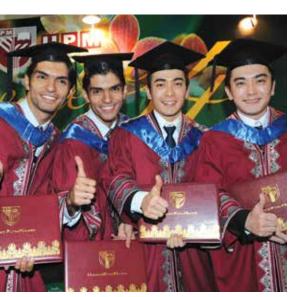


Figure 1 UPM achievement of QS WUR 2005-2014



2014 compared to 411-420 last year. Although UPM has improved by more than 35 ladder position, UPM remained at the 5th place among higher education institutions in Malaysia. In addition, there is an increasing score of 4.4 out of 2013 of 36.4 in 2014 compared with 32.0 in 2013.

In order to enhance the Employer Reputation score, universities basically have to act strategically to form better relationships with the employer or the industry. In addition, UPM Alumni and industry database need to be strengthened in order to promote UPM as a brand and implement directly and continuously to the Alumni and the industry.

For the Student to Faculty Ratio indicator, UPM has identified a mechanism of calculating the number of students and staff by calculating Full-time Equivalent (FTE). However, if the number of staff increased and the number of students decreased, it indicated an increase in the Faculty Student Ratio. On the other hand, an increase in the number of staff will have undesirably affected the marks given to Citations per Faculty and Proportion of International Faculty. In fact, UPM also needs to improve its performance and strengthen its position in several critical aspects such as increase the number of international student recruitment at undergraduate and postgraduate levels; review the appointment of external trainers, especially in view of the suitability of the significance and importance in the university environment that supports the academic progress and internationalization; increase the number of papers per faculty and citations per faculty. These components are two indicators that are able to improve the quantity and quality of research, including emphasis on ISI-indexed journals and reputable publication.

Since 2004, QS WUR has issued the rating of five Faculty Academic Areas (FAA) to use as Reputation indicators alone. However, starting year 2014, the rating is based on the use of indicators -Faculty Academic Area Survey, Employer Survey, Citations and H-Index. Based on current results, if UPM's performance continue to improve at the average of 30 steps each year, it is not impossible to achieve Putra UPM Global 200 and be listed in the 200 best universities in the world in 2020. In conclusion, in line with this aspiration, we believe that through dedication and support of the whole community in UPM, the vision to become a university of international repute will be successful, and thus achieve Putra Global 200.

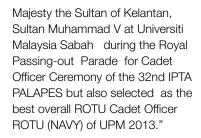
# REALISING DREAM

By: Nik Hafzaini Nik Hassan (Bsc. Consumer Science, 2006)

is difficult to configure a petite small size girl as a ROTU (Reserve Officer Training Unit) Naval Officer. The person is none other than Anis Fahimah binti Abdul Fatah, born in Sik Kedah and currently pursuing a Bachelor in Science Computer (Networking) at Universiti Putra Malaysia. Her friends often inquire in disbelief that she is in ROTU. "Is it tiring?" they often asked. Nonchalantly, she would reply with a mischievous smile, "OK, God Willing, not so, only for a while". The truth is she loves to be in ROTU, although they might think that it is a suicidal activity. To be a good ROTU officer is not based upon your physical characteristics but it is more to do with discipline and commitment to the job.

Early Involvement

Recollecting her involvement in ROTU, Anis recalled, "I was the 17-intake of UPM Naval ROTU. Initially, there were 28 of us during the interview session at KD Sri Klang but only 14 of us completed the training program and were successfully accredited and commissioned. The 6th of July 2013 was a memorable occasion for me, for I was not only successfully commissioned as a 2nd Lieutenant Officer by her



"Life in ROTU has moulded me into a better person. I am more confident of myself in dealing and communicating with people . When I underwent an industrial training session at Petra Energy Berhad, I was able to work as a team effectively. My relationship with my fellow cadet officers is also close as we underwent training together most of the time," she said. Her most unforgettable experience as a ROTU officer was to be able to sail with the Royal Malaysian Navy ship and learn about oceanography, swimming and navigation in the open sea. I was also able to experience shooting using M16 and Styer. We often went to the shooting ranges at Jugra, Banting and Terendak Camp, Malacca. In ROTU, I was able to adapt to a military lifestyle of being punctual, well-dressed and disciplined all the time," she said.

"I have never regretted joining ROTU as I regard it as service to the nation above self. I am interested in a rugged lifestyle and consequently life as a uniform officer appeals to me. I also received inspiring words and encouragement from my elder brother who is in the Royal Malaysian Air Force officer. Thus, those were among the pushing factors that drove me to join ROTU," she added.



During her three years training as a cadet naval officer (2011-2013), she had participated in the sports activities organised by Palapes, such as futsal, netball and the annual Palapes sports carnival. She also edited the 21st edition of Palapes's Gempur Magazine. As part of Palapes's Social Responsibility Activities, she took part in a visit to the Old Folks Home in Kajang in 2012.









### Active in Co-Curricular

As a university student, she participated in many of the university co-curricular activities, being a facilitator or a committee member. Her role as a facilitator in UPM session 2012/2013. Hostel Committee (2013), Kedah Students Association (2013) committee member. Educational Visit Committee to Malaysian Research and Education Network (MYREN) in Putrajaya itn 2012, member of Silat Cekak Ustaz Hanafi Association and a committee member of "Karnival Ilmu deKosas" (2012) provided her immense experience in building her communication skills . She was also a volunteer in Malaysia Sports or Sukan Malaysia (SUKMA) in 2011. In addition, she was one of the participants in Patriotic cycling activities in Putrajaya with the Prime Minister in 2013, I Malaysia undergraduate Programme (2011), UPM Convocation March (2011/2012) and Director of Inter-college Tennis competition. She also participated regularly in MASUM (inter-varsity) athletics activities. Other than that, she involved herself in the UPM college sports between 2011 and 2013. Proudly, she holds the second place in MASUM (2011) Beach Run. Moreover, she was an active participant in touch rugby, tennis and takraw sports competitions. She also took part in Teva Adventure Race, Negeri Sembilan in 2013.

Her motivational advice to undergraduates who want to join PALAPES is to work hard passionately to achieve their ambitions and have good time management schedules for all the daily activities. They should bear the motto, "Do your best". She advises them not to waste time and to always do something useful. She hopes to work with undergraduates to make UPM IPTA PALAPES the best in Malaysia.



### **PROUD** THE

• By: Nik Hafzaini Nik Hassan (Bsc. Consumer Science, 2006)

oluntary Inspector Mohamad Norfaez bin Ros Aluwi was born on 29 December 1989 in Taiping, Perak. He obtained his Forestry Diploma from Universiti Putra Malaysia in 2007/2008 session. His Bachelor of Forestry Science from the same university in 2010-2013 session set him in his future career. Now, he is serves as a Training Executive to PETRONAS staff Cooperative (KPPETRO). He has been a voluntary Police Inspector since he was in UPM. He is now attached to the Taiping Police Headquaters (IPD) on a part-time basis.

He joined the undergraduate police voluntary service or SUKSIS because of his interest in the uniformed services and being influenced by his father who had served as a warden, as well as the uniform regalia. He also has a keen interest for rugged outdoor activities. According to him, joining the police force was more than to be in uniform. As a police trainee, he learned about the laws of the country, the enforcement of the laws, management of firearms, building strong physical and mental mindset, discipline and seeking knowledge about the various units in the Malaysian Royal Police Force, such as the Federal Reserve Unit, Forensic Unit and Equine Unit. He was commissioned as a voluntary











Police Inspector on 3 September 2013 at the International Islamic University or Universiti Islam Antarabangsa, Gombak, Selangor.

He was not only awarded the Best Police Trainee but also the best Forestry Faculty graduate. As such, he received awards from the Sarawak Timber Association and a special award from the UPM's Tun Perak College. Besides that, the Inspector of Police, Tan Sri Dato' Sri Khalid bin Abu Bakar, presented to him the best cadet award in 2013.

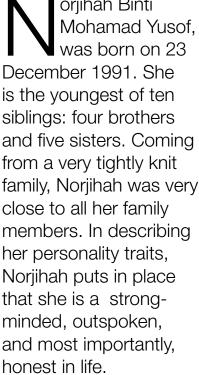
Further to his commendation, he received a special Commander UPM SUKSIS Corp from the Vice Chancellor of UPM, Prof. Dato' Dr. Mohd, Fauzi bin Haji Ramlan.

In concluding his sharing, he advises present and future graduates to be steadfast in their life and adhere to the motto,"Don't give up and be the best among the best." He added that students should know how to manage their time between academic studies, voluntary works and other activities.



### Success is

By: Norjihah Mohamad Yusof (Bsc. Accounting; Sem 3, 2014-2015)



"Honesty is the most honorable trait to me because I feel being honest with someone can get you so much farther in life. My motivation in life is my background. I do not want to go back to my past, and obtaining tertiary qualifications is the first step forward," said Norjihah intently. Currently, she is studying for her Degree in Accounting at Universiti Putra Malaysia. She was active in sports, especially handball. Her highest level of competitive sports was her participation in Sukan Malaysia (SUKMA) in 2011. Not only that, she received the best student award during her secondary school, in essence a combination of excellence in both her academic and co-curriculum.

During her studies in university, Norjihah involved herself in Reserve

part of her co-curricular activities. She successfully completed her training as a cadet officer, and she proudly received her commission as Second Lieutenant in Army on August 2014. Futhermore, she was honoured to be awarded as The Best Cadet Officer (Army Category) of ROTU UPM. She aspires to become a dedicated accountant and will continue her career in Wataniah. Her philosophy in life that she wants to share is "Dare to Sacrifice, Success is the Reward". She always keeps these words close to her heart and reinstates her belief before embarking on a task. In stretching her philosophy, Norjihah says, "Do not cry to give up but cry to keep going. Do not cry to quit but always get ready to feel the pain to get a reward from it. We should have the intention to succeed. It is not to be taken for granted. It has to be desired, planned for and worked towards."

During her study in UPM, Norjihah gained lot of experiences that had taught her to be independent. Consciously aware that it takes time for anyone to adapt to a new environment, she is always quick to adopt new friends and ideas. On 14th September 2014, she represented UPM in orienteering at Besut, Terengganu for the first time. In a competition comprising 103 participants, she used her map reading skills to emerge in the 7th place. Also, she participated in the intercollege games and Majlis



orjihah Binti is the youngest of ten and five sisters. Coming from a very tightly knit close to all her family Norjihah puts in place that she is a strong-



Sukan Universiti Malaysia (MASUM) which gave her the opportunity to meet new friends and see the environment at other universities. In college, she served in the sports bureau. She also experienced organising academic programmes as well as dinner functions. All these activities, added value to her.

To become a successful person after graduation, Nurjihah believes that we should learn to be strong in whatever condition we face and to be kind to others. "We must not mistake kindness for weakness. Kindness is not something weak but it is a certain type of strength. We must be kind enough to tell somebody the truth and considerate to lay it on the line. The key in becoming a good leader is being proud without being arrogant. I believe that the worst kind of arrogance is arrogance from ignorance. The skills of leadership can be adapted, not only during our university life but when working, in the community, and actually starting at home!" shared Nurjihah in a most expressive tone.

She contended that getting the first job after graduating from university is not just about achieving good grades. Indeed, students need to be more proactive when it comes to their employability. Employers' choice of a successful candidate is reliant upon one's attitude and extracurricular

**66 Go for it!** Do what you want to do. Try to achieve it. Do not feel sad at the beginning because it is the first step to achieve more success!



activities. Her mantra is to 'Go for it! Do what you want to do. Try to achieve it. Do not feel sad at the beginning because it is the first step to achieve more success!

Her advice to future students is to achieve a good balance between studies and co-curricular activities, besides nurturing oneself with a variety of soft skills. Looking at the current educational system, Nurjihah feels that the system depends on a fixed curriculum with a number of books and learning materials. Therefore, to compliment the curriculum as per vision and mission of the Ministry of Education, it is important for students to participate in social and cultural activities which have many advantages such as developing social skills, learning new things and being motivated and disciplined.

In a nutshell, Nurjihah's journey to success incorporates the steps she has taken throughout her studies from school to university, and balancing the heavy responsibility of studying to obtain her degree with the numerous social, cultural and extra-curricular activities, which she discerns as the motivating force behind all her achievements. The way forward is to believe in oneself and to open the window of opportunities.

### 2014 so far... Alumni Activities







10 – 13 FEB 2014 • TEMU MESRA – JALINAN ALUMNI

Roadshow of alumni programmes in Pulau Pinang, Kedah and Perlis

21 FEB 2014 • YAYASAN PAK RASHID LECTURE SERIES "Membudayakan Masyarakat Penyayang bagi Mencapai Aspirasi Negara Maju"













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5 – 8 MAC 2014 • TRACING ALUMNI FOR COLLABORATION AND ENGAGEMENT (TRACE) – **NORTH ZONE** 

**Family Day Alumni UPM** 









Distinguished UPM Alumni Lecture Series: Living the Serdang Story "Industri Pertanian: Tiada Titik Noktahnya"





YB Harun Abdul Aziz, Ahli Dewan Undangan Negeri Kedah, Kupang delivering his lecture on agriculture issues nowadays

### 28 - 29 MAC 2014 • TRACING ALUMNI FOR COLLABORATION AND ENGAGEMENT (TRACE) - SABAH



Distinguished UPM Alumni Lecture Series: Living the Serdang Story "Air dan Kemandirian Pulau: Menyelami Nadi Alam yang Tersirat"

YBhg. Prof. Datuk Dr. Mohd Harun Abdullah, Vice Chancellor of Universiti Malaysia Sabah delivering his lecture on environmental issues and island ecosystem in Malaysia













Golf Amal UPM 2014@SABAH

Hi-Tea: Sepetang Bersama Alumni UPM 2014

### 26 APR 2014 • LAUNCHING OF UPM ALUMNI CHAPTER "SEGENGGAM PUTRA"







• SERDANG 85 ERS 'JEJAK KASIH 85'







6-7 MAY 2014 • MEDIA EVENT SHOWCASING RESEARCH UNIVERSITIES SUCCESS STORIES

**SERIES 2: TALENT MANAGEMENT** 

















### 21 MAY 2014 • UPM ALUMNI DAY 21 MAY: SERDANG HERITAGE "BERILMU BERBAKTI BANGSA BERINSPIRASI GENERASI BERINOVASI"









26 MAY 2014 • UPM ALUMNI DAY 21 MAY: MAJLIS KESYUKURAN











### **Highlights**



### 29 MAY – 2 JUNE 2014 • MALAYSIA GLOBAL OUTREACH **IN CHINA**

Knowing You China & Roundtable Discussion with Embassy of Malaysia, Beijing, China, Malaysia China Business Council, MyAlumni Consortium and Malaysia Alumni of China

Reunion Hi-Tea: Malaysia Alumni of China







31 MAY 2014 • REUNION DIPLOMA AGRICULTURE 74









NEPH / UPM 31 MEI 2014 di Bistro @ MAEPS Sere THE COLUMN

31 MAY 2014 • **REUNION DIP TANI 87/90** 



Picture taken in Vietnam

ASEAN gives us the economies of scale to deliver products and services that compete with the world's best. From all corners of the region we draw on our people, knowledge and insights to serve and connect our customers. By harnessing the power of scale and diversity of the region, we stand ready to propel ASEAN into a new era of growth together.

CIMB Group Sdn Bhd (706803-D)

### umni **DIRECTORY**

UPM Alumni Chapter as a strategy to expand UPM alumni network locally and internationally is relevant with the growing need for strengthening university linkages with alumni. To fulfil this purpose, Alumni Centre is entrusted to promote the interest and enhancing the image of the university through linkages. A lifelong relationship taken on a new and real significance when Alumni Chapters are in place. All members residing in different geographically areas where Alumni Chapters are established can participate and tap into these chapters.

UPM Alumni Shared Interest Groups (SIGs) are national and global communities of alumni that share a common similarity based on shared experience, identity and background, organizational or academic affiliation, profession, or other UPM-related interest.



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### Giving Back

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

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

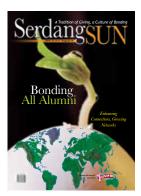
Listed below are our ad rates.

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







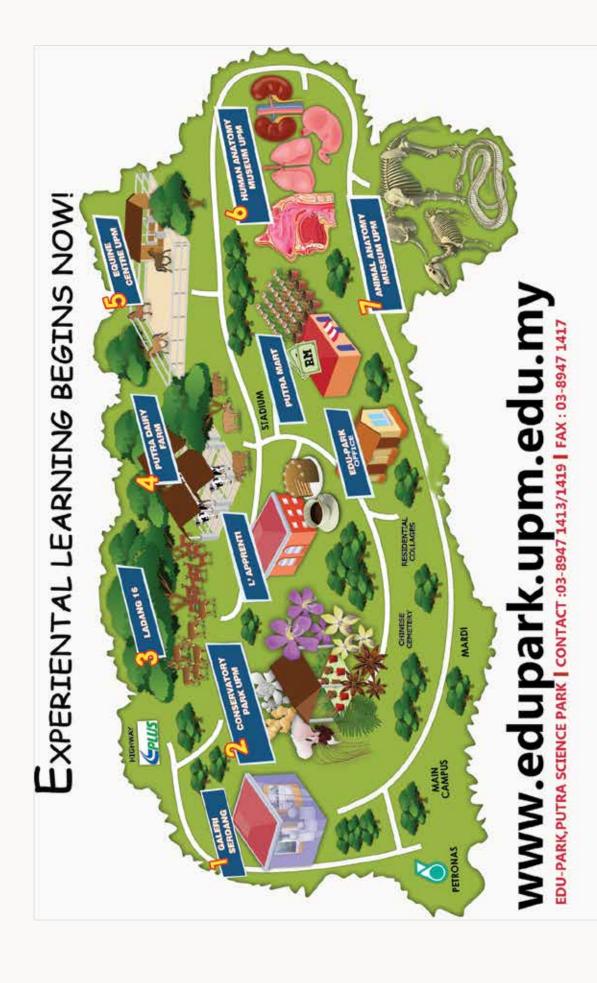


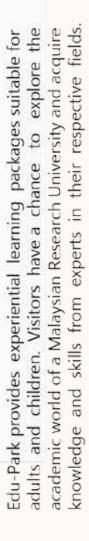


### Contribute to Alma mater

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

Send your interesting story, thought and views to alumni@upm.edu.my.

















### Hubungi .....

Pusat Khidamat Pelanggan Kami

Kami di SYABAS adalah bertanggungjawab dalam pengurusan dan pembekalan air minum bersih yang dirawat kepada para pengguna di Selangor, Wilayah Persekutuan Kuala Lumpur dan Putrajaya.

> **ADA LEBIH DARI SATU CARA UNTUK MENYELESAIKAN MASALAH AIR ANDA**

Bagi memastikan para pengguna mendapat perkhidmatan yang terbaik, kami sentiasa mengalu-alukan sebarang cadangan, komen, aduan dan pertanyaan daripada anda.

Kami memberi jaminan bahawa segala masalah anda akan dilayan dengan sebaik-baiknya dan diselesaikan dengan segera.

Jadilah pengguna yang bertanggungjawab. Hubungi kami segera untuk menyelesaikan masalah bekalan air anda. Kami menyediakan beberapa kaedah mudah untuk anda bersama-sama membantu kami memberikan perkhidmatan yang terbaik.





- Hubungi talian bebas tol: 1-800-88-5252 Pusat Perkhidmatan Pelanggan (PUSPEL)
- PUSPEL <jarak> <aduan/ maklumbalas/pertanyaan> ke 39222
- puspel@syabas.com.my
- Layari laman sesawang kami di: www.syabas.com.my
- Faks ke: 03-22955168









# UPCOMING EVENTS

### 3 & 10 Julai

Kembara Ziarah & Mahabbah Ke Rumah Anak-Anak Yatim Klang & Sepang

### 19 Sep

Distinguished UPM Alumni Lecture Series: Fakulti Perhutanan

Fakulti Perhutanan

### 26-27 Sep

UPM Ambassador
UPM Kampus Bintulu

### 10 Dec

Alumni Mentorship Program

Foyer Dewan Besar, PKKSSAAS

### 24-26 Okt

Malaysia Global Outreach in Indonesia

Jakarta, Indonesia

### 15 Nov

Sambutan Hari Alumni Upm 21 Mei

Majlis Makan Malam Sirih Pulang ke Gagang @ Homecoming VIII

Dewan Besar PKKSSAAS

### 21-23 Nov

Malaysia Global Outreach in Myanmar

Yangon, Myanmar

### 29 Nov

Golf Amal UPM 2014







### MENARA JAM WARISAN BUDI

**ABADIKAN NOSTALGIA ANDA DI MENARA JAM WARISAN BUDI PUTRA** 

Dengan Memiliki JUBIN EKSKLUSIF

MOHD FAUXI HJ. RAMLAN DIP. AGRI 1981

12" x 6"

MOHD FAUZI HJ. RAMLAN DIP. AGRI 1981

12" x 12"

MOHD FAUZI HJ. RAMLAN DIP. AGRI 1981

16" x 8"

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