

# SerdangSun

a tradition of giving, a culture of bonding



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERSAMA SAMA MELAKUKAN BERSAMA

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Leading agricultural & celebrate  
the multidisciplinary

Empowering talent & leadership

Cultivate volunteerism

Green sustainability for  
prosperity campus

Funding & financial challenges

Garden of knowledge and thought

Welfare campus

## IHSAN

### *Tonggak Kecemerlangan*

The Path to Excellence

PROFESSOR DATIN PADUKA DR. AINI IDERIS  
Vice-Chancellor  
Universiti Putra Malaysia



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# Voice of Editor

In this issue, *Serdang Sun* emphasises on the concept of 'Ihsan Tonggak Kecemerlangan' as the path of excellence for UPM. This philosophical tagline will be part of an on-going effort to ensure that UPM community and its alumni understand, appreciate and imbibe it in their life and daily routines. As in previous issues, we have approached prominent alumni to be featured in this issue and to share their stories, experiences and roles in supporting towards successful UPM.

We, at Alumni Centre UPM, are very privileged and wholeheartedly welcome the appointment of Prof. Datin Paduka Dr. Aini Ideris as the eighth Vice-Chancellor of UPM effective 1 January 2016. We are confident that Prof. Datin Paduka Dr Aini Ideris will steer UPM to greater heights in Malaysia as well as internationally. We will give our best and will support you all the way. Congratulations Prof. Datin Paduka.!

As usual, we welcome your opinions and articles to ensure the continuity of *Serdang Sun* as a vibrant publication. We are looking forward for more interesting activities in 2016. We also hope that all UPM alumni will come forward to contribute to this alma mater, true to our motto "A Tradition of Giving, A Culture of Bonding".

### ASSOC. PROF. DR. MOHD BAKRI HAJI ISHAK MMIM

(Alumni Class 2004)

Director of Alumni Centre (ACUPM)

Universiti Putra Malaysia

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# CONTENTS

## Features

- 4 ..... Ihsan the Path to Excellence
- 8 ..... Giving... Opens the Way to Receiving
- 10 ..... Changing Face of Agriculture

## Contributions

- 12 ..... Making Universiti Putra Malaysia Bintulu Campus Visible Globally
- 14 ..... Managing and Steering Malaysia's Agro-Industry in the 21st Century
- 16 ..... Crossing the Limits of the Impossible
- 18 ..... Tears & Strengths from the Twin MH Tragedies

## Campus Portraits

- 20 ..... Basripuzi's Agro Tourism Farm
- 22 ..... Upholding Agriculture through Agricultural Biotechnology

## Highlights

- 24 ..... 2016 so Far

# Ihsan

## the Path to Excellence

**PROFESSOR DATIN PADUKA DR. AINI IDERIS**  
Vice-Chancellor UPM

By: Lt. Cdr. Assoc. Prof. Dr. Mohd Hasmadi Ismail RMNVR (Alumni Class 1996)  
Edited by: Datin Dr. Kalthum Hashim (Alumni Class 1984)

“ It is not only doing the action itself in the best way, but preparing for the action in the best way ”

**SS: Datin Paduka, your term as a Vice-Chancellor of UPM begins on the 1st of January 2016. What was your first impression after being appointed?**

**DPVC:** I take my current role as an opportunity to contribute more to the university. I joined Universiti Putra Malaysia as a tutor after obtaining my Doctor of Veterinary Medicine (DVM) degree in 1979. I have been appointed to various positions since then. I am honoured with this appointment, with the trust and support from the Minister of Higher Education, and looking forward to further contribute to UPM. As a Vice-Chancellor, I am confident that I can achieve many things to bring the university to greater heights. Together with all stakeholders of UPM, we will strive harder to enhance UPM's achievements as a leading research university particularly

the need for a paradigm shift in enhancing the quality of higher education in Malaysia.

**SS: To brand UPM, how innovative are you and can you bring in new changes to the university?**

**DPVC:** The one thing I want to do is to ensure that UPM has a pool of excellent staff. If you have people who are committed and dedicated to what they are doing, it will bring up not only their skills but those of our students as well. By having excellent staff at all levels, I am sure our students will be amongst the top students and will only get better. When UPM community has a great sense of belonging to the University, they will give birth to more new ideas, become more creative and able to generate innovative technologies and



products that consequently create a sense of well-being and happiness. Most importantly, UPM will be visible nationally and internationally. I have given the responsibility of forming a branding team that will focus on building the UPM image to the Director of Corporate Strategy and Communications Office (CoSComm). They already have a branding plan and activities that involve the entire of UPM community. I hope that the direction taken in this branding strategy will widen visibility of UPM.

**SS: What is your greatest challenge in UPM?**

**DPVC:** The greatest challenge is to ensure that all or at least the majority of UPM staff love UPM and have a sense of belonging. They will only then do their best and excel in whatever they do. UPM is already well established and have very good track records. The high record of achievements is not only to be sustained, but more importantly to move UPM to higher level.

**SS: What is your style of influencing/leading people?**

**DPVC:** My philosophy since I was young is that to never say “no” to any challenge that is given to me. Even if I don’t know how to do something, I will first accept the challenge and figure it out along the way. Thus, I always love to engage and interact with people in order to



influence, encourage or motivate them to get things moving with perfection and high quality. I always say to my officers, keep in mind the concept of *IHSAN*. In general terms, *IHSAN* encompasses every act or undertaking that is good and executed sincerely, correctly, skilfully, efficiently and effectively, with the purpose of achieving perfection, superior quality and excellence. If we

could appreciate the values based on *IHSAN*, the results will be great and will lead us to a lasting sense of well-being and happiness. The other aspect is to lead by example. We have to be a good role model, for the others to follow and for them to believe in what you are doing, for the good of the university.

**SS: According to the QS University Ranking 2016 UPM emerges as one of the top universities in Asia. Where do you see UPM in the next five years?**

**DPVC:** UPM is one of the research universities in Malaysia, with numerous a number of national and global achievements. Achieving 49<sup>th</sup> position among Asia’s top 50 universities in QS Asia University Ranking 2016 and 270<sup>th</sup> of 300 in QS World University Rankings 2016/2017 is without doubt an achievement we are proud of. This is the best ever achievement since its participation 10 years ago. I believe the QS ranking



## Features

can directly assist in evaluating and benchmarking its level of visibility, particularly in teaching and learning as well as research and innovation.

Achieving the above accolades proved that UPM Strategic Plan 2014 – 2020 which stated an important aspiration: PUTRA GLOBAL 200 (PG200 has achieved that target of being among the top 200 universities in the world by 2020).

**SS: 'Agriculture • Innovations • Life' is the tagline of UPM. How do you see this can be a lifestyle to UPM and their community in campus?**

**DPVC:** UPM certainly has the institutional capacity to produce skill manpower, technology and innovation in agriculture through its academic programmes, research and professional services from its 10 faculties, 7 institutes, 3 centres and 14 centres of excellence. The cooperation of various faculties, institutes and centres show how the agriculture agenda in UPM is in reality supported by entities engaged in different disciplines, a testimony to the importance of a multidisciplinary approach in achieving excellence in the university.





I believe the QS ranking can directly assist in evaluating and benchmarking its level of visibility, particularly in teaching and learning as well as research and innovation.



**SS: What advice would you give to the graduating students?**

**DPVC:** It is important to make the most of the first few months after your graduation. The graduate should;

- take advantage of networking during your undergraduate study (e.g. alumni network, mentor, internship organization). Do not be afraid to reach out and share success stories with your juniors;
- do not get discouraged too quickly if you do not get a job immediately after graduation. Remember, even an accomplished professional has to start somewhere;
- ask for challenging assignments. If the job is below your qualification, don't be afraid to show your enthusiasm to ask for more intellectually stimulating tasks;
- acquire new skills go for further studies, join Masters programmes and PhD, as another journey towards your career path;
- enjoy this time of uncertainty. Be just to the 'ILMU' (knowledge and experiences) that you have gained throughout your study in UPM. I am sure you will find the right way, as the way to find perfection is to learn to fix the imperfection. You will be able to 'BERBAKTI' (giving back).

**SS: Datin Paduka, thank you for spending time talking to us. We wish you all the best.**

**DPVC:** Welcome.



# Giving... Opens the Way to Receiving

By: Nik Hafzaini Nik Hassan (Alumni Class 2006)  
Edited by: Assoc. Prof. Dr. Mohd Bakri Haji Ishak (Alumni Class 2004); Datin Dr. Kalthum Hashim (Alumni Class 1984)

**DATO' SOH POH SHENG**  
Chairman, Samsoney Group of Companies

Dato' Soh Poh Sheng received his Diploma in Agriculture (1976) and Bachelor of Science (Agriculture, 1980) from Kolej Pertanian Malaya. He then joined the Rubber Industry Smallholders Development Authority (RISDA). After several years of experience in the public services, Dato' Soh decided that it was time to join the family business.





"I want to bring my family business to the highest level with the outcome that I can be proud of that is to see Samsoney Group of Companies successfully expanded its business both domestically and abroad. Currently, my focus is to further drive the success of Samsoney

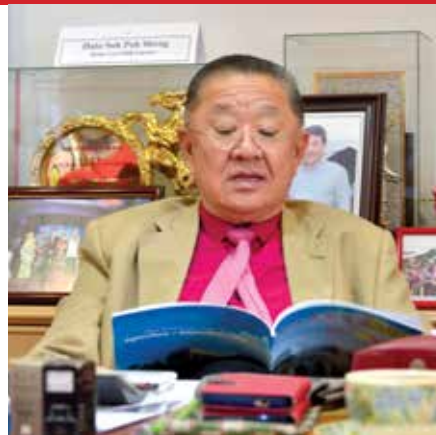
scholarships and financial assistance to UPM students. Dato' Soh is also a very active donor in charitable organisations such as schools, mosques, temples and NGOs.

When asked about his leadership philosophy, Dato' Soh said "This

philosophy is from my late grandfather, where he always reminded our family to always take care of employees' welfare and never oppress them." He believes that when employees are happy, they will definitely be highly productive workers. Dato' Soh believes when working, one must be genuine and honest and not to go back on a promise, and he trusts that doing good will be well rewarded, evil never do.

As an UPM alumnus, he always took the opportunity to return and contribute to the development of his alma mater. Dato' Soh looks forward in commercialising UPM land with Samsoney Group of Companies and the profits are distributed for the university preservation and development of students. He acknowledged the role and support of alumni is very beneficial in placing UPM as a university of international standing.

**"This philosophy is from my late grandfather, where he always reminded our family to always take care of employees' welfare and never oppress them." He believes that when employees are happy, they will definitely be highly productive workers.**



Group of Companies globally ". He admitted in an effort to bring success to the company, he had to overcome many challenges and obstacles such as business competition, but he acknowledged that those challenges made him more focused in strategizing and designing the direction of the company to be relevant to the current market economy.

Friends of Dato' Soh recognise his lofty and gracious personality. The philanthropy in him made him a man who is respected by friend and foe. Dato' Soh believe that in life one should be benevolent, as in the saying 'that the more you give, the more you get in return'. With that in mind, it was surprising that Dato' Soh Poh Sheng was pleased to donate RM1 million to the UPM Endowment Trust Fund through Soh Kim Mee Scholarship. This award is to provide



# Changing Face of Agriculture



**PROF. DR. ABDUL SHUKOR JURAIMI**  
Dean, Faculty of Agriculture, UPM

By: Baharuddin Mohd. Shah (Alumni Class 1986)  
Edited by: Lt. Cdr. Assoc. Prof. Dr. Mohd Hasmadi Ismail  
RMNVR (Alumni Class 1996)



**SS: Could you briefly provide us your background, such as your family background, academic background and your career path?**

**Prof:** I share the joys and sorrows of living in this lovely town (Batu Pahat, Johor) with 12 siblings of 4 girls and 8 boys. I was the 10<sup>th</sup>. My family were farmers, as rubber tappers and we had a quite difficulty childhood while growing up. During my free time, I did odd jobs at Batu Pahat, Johor to make ends meet. However, this did not deter us from fulfilling our fierce and determined ambition to be successful in our study. At that time it never occurred to me that I wanted to be a Professor, only that I think I should study as far as it takes.

In 1988, I was given the opportunity to continue my study at UPM for a Bachelor degree. Later I took a Master degree at UKM, where I also met my future wife. In 1993, I was employed as a tutor and continued my Ph.D study at the University of Reading, United Kingdom. My wife, a UKM's lecturer, was also doing her Ph.D but at the University of Surrey, about 50 miles from my university, but nearer to London. Taking Ph.D is no joke. It is tough work. After I came back to Malaysia, I took up my post as lecturer, later Head of Department and eventually Dean of the Faculty of Agriculture.

**SS: What are the obvious elements that motivate you to be a successful person?**

**Prof:** My family support and hardship life were some of the reasons that motivate me. Despite this handicap, my parents were a firm believer in education, as they

wanted us to have both a secular and religious education. As a result, our study routine was tight, we woke up at 6 in the morning and walked a few miles through the muddy road to the normal school and in the evening we repeated the same process to the Islamic religious school. At night, we studied under the kerosene lamp. At that time, I was not an extremely bright student, with no specific ambition except that I think if I want to succeed in life, I must not stop studying. I believe in hard work, which can bring its' benefits later in life.

**SS: What is your teaching, working and personal philosophy?**

**Prof:** I believe we should spend more time educating our students than teaching them. Our work and life should be a mission to fulfil the injunctions of Allah. Our good values are the pillars of excellent. We must not be egoistic and pass our anger or judgement to others. We must respect the elders, do volunteer work and donate our time and materials things to the less fortunate. Ultimately, we have to be an example for others to emulate. I often encourage the young's to do volunteer works, such as to collect funds to buy the Al Quran to be sent to Sabah and Sarawak. I often bring my children to help the homeless people in Kuala Lumpur as a lesson of awareness of other people flights in life.

**SS: As a researcher, what do you think are your most significant research accomplishments?**

**Prof:** I specialise in grass and tuft research. My research project was used in several places, such as Templar Park, Nilai Spring, Sarawak and Bukit Jalil football field. The product was distributed by a private company and UPM enjoys some of the royalty. I also do research on other agro-bio products. There are many technical and specialise

methods in the planting, harvesting and the usage of the products, that I researched on. I also advised the Minister of Sports with regards to the proper grass to be used at Bukit Jalil stadium. In the finality, my products should benefits mankind and society.

**SS: Do you foresee UPM can play a major role in the development of the agriculture in the near future?**

**Prof:** UPM niche task is to improve Malaysia level of agriculture at national and global level. The potential for agriculture development is enormous as the world population is growing and the availability of land for agriculture is limited. We have to explore new scientific methods in agriculture, such as



horticulture and urban agriculture. We have to be the centre of excellent in terms of agricultural development. We must stress on higher productivity in agriculture.

**SS: Do you think agriculture can bring Malaysia out of the middle-income trap?**

**Prof:** Food security is our prime consideration. We can produce more of our own food rather than import the food. Thus, we can save a lot of foreign exchange which can be used for the development of the country. Yes, agriculture can bring us out of the middle-income trap as we can make optimal use of our resources and our expert.

**SS: Do you agree with Tamanna Patel views in the Edge, dated Aug 22-28 2016, that Universities should have more power as there is less academic and financial freedom in campus?**

**Prof:** We have autonomy but not 100% autonomy. The government have certain control, since whatever they spend; they are answerable to the people. We have a certain guidelines to follow in lines with the government policies.

**SS: How do you think UPM's alumni can play an important role in supporting UPM?**

**Prof:** In the west the role plays by the alumni is part of their culture.

In Malaysia, particularly in UPM alumni can start small by collecting as small as RM1 or even more at every alumni function. Alumni should make the habit of donation to our alma mater as part of our culture.

**SS: What are your advices to students in their pursuant of their career goals?**

**Prof:** Students have to develop their academic and soft skills. They should not depend on earning wages and on government jobs. They should think in terms of becoming an enterprising entrepreneur, even to the level of becoming millionaire.

# Making **Universiti Putra Malaysia** **Bintulu Kampus** Visible Globally

By: **Baharuddin Mohd Shah** (Alumni Class 1989)

Edited by: **Lt. Cdr. Assoc. Prof. Dr. Mohd Hasmadi Ismail RMNVR** (Alumni Class 1996)

**SS: Could you briefly describe your academic and career experience?**

**Dr. Zamri:** I started my academic journey, right here in UPMKB, when I took a Diploma in Forest Management for 3 years. Later I took a Bachelor in Wildlife Management. Subsequently I was offered a lecturer post in 2002 and started my PhD in 2006 and completed it in 2012, specialising in Wildlife Management especially in Forest burn.

**SS: What are your key responsibilities as the Dean of UPMKB?**

**Dr. Zamri:** I look at the overall function of the faculty. There are about 750 hectare of land in



Bintulu. I have to develop and manage the campus and at the same time enhance the academic development of the students.

I have 4 deputy deans to assist me, namely, the Deputy Dean of Academic, the Deputy Dean of Students Affairs and Alumni, Deputy Dean of Research and Post-graduate Development and Deputy Dean of Promoting UPMKB.

I was in UPM ROTU (Reserve Officer Training Unit) and to a certain extent this experience influences my leadership style. I have to ensure that everything is done properly. My task is to make everybody happy (lecturers, students and staff) and if everybody is happy I will also be happy.

**SS: What are the strategies you have taken to sustain the relationship between UPM Bintulu and the local communities?**

**Dr. Zamri:** We try to get all the people around us to get involved in our works. Recently we have a meeting with all the heads of departments from the public agencies and try to discuss where we can have a win and win situation where we can share our expertise. Our lecturers also have productive engagements with the industrial sectors around the campus. We also have an MOU with several government agencies such as the Ministry of Agriculture, the Resident office and the Forestry Department. So far the relationship is good and that has been going on for some time.



**SS: Could you please tell us your management styles to fulfil in the UPM vision and mission?**

**Dr. Zamri:** I think I have no problem in fulfilling the UPM mission and vision. We just adhere to the objectives particularly with regards to improvement of agricultural development in our country. Our 3 programs are particularly related to agriculture:

1. Diploma of Agriculture
2. Diploma in Food and Plantation
3. Diploma in Fisheries and Aquaculture.

These programs are related to enhance the agriculture sector in our country.

**SS: Nowadays, we are asked to do a lot of tasks to fulfil our KPI (Key Performance Index). Currently do you have any specific projects in collaboration with the outside communities?**

**Dr. Zamri:** In terms of collaborations, currently we have 4 major projects going on with the outside communities, namely.

1. Firstly we are continuing the present MoU with the state Forestry Department in the developing the masterplan for the Sarawak National Park;
2. Secondly, we have also a UTC programmes with the people of Lawas pertaining to agriculture;
3. Thirdly, we have programme with the people of Kundasang Sabah in developing a natural agriculture product for fertilizers;
4. Lastly, we have participated in KIK programme (Innovative and Creative Group) which we won in Sabah.

I would also like to mention that our lecturers from the Social Science Department have gone

into the interior of Sarawak to give academic tuitions to students there, such as those in Alor Ubai.

**SS: What are challenges that you see UPMKB is in the right track?**

**Dr. Zamri:** The big challenge is to make UPMKB is visible to everybody. We have expanded to Miri and Sibiu for our promotion programme. We want to expand more but we lack enough fund. Nevertheless, we have asked the schools and educational institutions around the area to visit our campus.

**SS: How about the post-graduate programme here?**

**Dr. Zamri:** Post graduate programme here is not so popular here mainly because of the distance to the main campus, unless they are doing a niche area of research. So far we have 70 post graduate students.

**SS: How do you ensure our student remains visible worldwide?**

**Dr. Zamri:** I think this is the work of the Alumni, where the students can tell their friends about UPMKB.

**SS: Thank you very much for your cooperation.**

**Dr. Zamri:** The same to you. I hope you all come again.



## Contributions

I was born in Butterworth, Pulau Pinang and spent my childhood there until lower secondary. I could say that my seven (7) siblings and I were raised in quite a strict religious family. I continued my studies in UPM and graduated with a Bachelor of Agriculture Science (1981). I started my career in Department of Agriculture as District Agriculture Officer in Hulu Perak. Then, I pursued my postgraduate studies and obtained a MSc of Agriculture Economy in USA (1999). In my long 35 years of service, I had served in the state of Perak, Pulau Pinang and Selangor. I consider myself lucky to have gone through technical experiences in various divisions such as the Horticulture Division as well as Rice, Industrial and Floricultural Crops Division.



# Managing & Steering Malaysia's Agro-Industry in the 21<sup>st</sup> Century

By: Ahmad Zakaria Mohamad Sidek (Alumni Class 1989)  
Edited by: Baharuddin Mohd Shah (Alumni Class 1989)

**DATU' AHMAD ZAKARIA MOHAMAD SIDEK**  
Director General of Agriculture  
Department of Agriculture



I would like to express my gratitude to the Almighty and I am fully aware that this is the greatest test I have been thought to come to this point. I understand the challenge ahead is to lead the department where your clients are accessible to information and getting full support from all the staff and for that I always pray that Allah grant me and my team in the department continuous guidance to perform our duty. So there is nothing special about me. I regard myself lucky to be given a chance to lead and manage many highly qualified people in the Department of Agriculture.



As a head of Department, I am blessed with many highly qualified staff in various agricultural disciplines. This is indeed a really exciting task when most of the time, even though we don't realise it, coming to a single decision involves analytical processes in many fields such as soil and climate suitability, right timing to sow good quality of seeds and the right use of agricultural inputs. To have these well-coordinated technical support divisions, we must have a clear understanding of the vision, missions, goals. These directives can only be put into practical work plan when it is well received and translated.

I am in the midst of preparing the draft of Agrologist Act which will govern the professional practice in the agriculture sector. The draft is near completion and the next level is to await evaluation by the

Ministry's legal adviser before being passed by the AG chamber and parliament. It is still in the initial stage.

Indeed agriculture and specifically agro food sector plays a vital role in the development of the country in the near future as the world population is increasing. In view of the scarcity of arable land, shortage of food supply can be expected. It is very timely that the honourable minister introduces food sovereignty where the development of the nation is measured by its dependency to supply food to its citizens. Furthermore, this will help in decreasing trade imbalance in the agro food sector which will contribute towards strengthening Malaysia's currency.

I like to bring the focus to agro food sector because this sector is most

associated with our small farmers. To mention a few; rice, vegetables and fruits, these are the subsectors dominated by aging farmers with the average farms of 1 to 2 hectare and they depend on the off farm income. The age factor and farm size do not allow these subsectors to grow and progress. We need to improve this situation where there must be an exit plan for aging farmers and young agropreneur ready to take over the subsectors. The involvement of young entrepreneurs managing large farms commercially can guarantee a high income. Nowadays, we can already see a few young entrepreneurs working on vegetables, fertigation-based fruits, mushroom, bee breeding and food processing in the agrobased industry. They are able to generate sizable income and get out of the middle income trap.

UPM, like any other universities out there has a very important role in developing the human resource. As a university that focuses on the agriculture field, I feel that UPM can produce technocrats who will not only fill up the agriculture industry as employees but able to produce successful and professional entrepreneurs. This training has to start from the campus itself so that they receive the right knowledge, skills and attitude as an entrepreneur.

# Crossing the Limits of the Impossible

**DATO' ZAKRI AFANDI ISMAIL**  
**Director, Advanced Air Traffic Systems Sdn. Bhd.**

By: **Dr. Nooreen Noordin (Alumni Class 1996)**

Edited by: **Lt. Cdr. Assoc. Prof. Dr. Mohd Hasmadi Ismail RMNVR (Alumni Class 1996)**



**SS: Can you please give us a brief overview of your background and educational experiences?**

**Dato' Zakri:** I am a Kelantan boy, specially from Bachok. When I took my STPM, there were not many Malays around, I can say 99% of my friends were Chinese, so I was the only Malay who took Accounting at that time. Later on, I got into UPM and spent my first semester at the Pendeta Za'ba college. The irony is, later in my life, I got married to Pendeta Za'ba's great granddaughter (bursts into laughter). Anyways, after one semester, I stayed out of campus and in my second year, I managed to secure a place at Eighth College and I was there until I completed my studies.

**SS: That is an interesting story Dato'. Can you tell us what some of your unforgettable experiences are when you were studying in UPM?**

**Dato' Zakri:** In terms of studies, I was always a last minute kind of student (laughing). It was only in my final year that I really took my studies seriously and my final results were not that bad. I was also involved with the Accounting Association where I was the Vice President and during my time, we organised many activities and engaged professionals from the industry to come to

UPM. They gave talks and created awareness among students about skills and knowledge needed to be relevant in the industry. After graduation, I managed to secure a job at an audit firm - Price Waterhouse.

**SS: What was your career path like that led you venture into managing your own businesses?**

**Dato' Zakri:** Since young, I was always interested in setting up my own business. I was always interested in how people start their own company, develop and make it successful. When I completed my STPM, I had no idea what career choice I should be making and I went into Accounting upon the advise from





my uncle. My years spent in the university really helped me build my knowledge and skills in Accounting because that is where I learned about auditing, tax, corporate recovery and other areas. I started off as Head of Internal Audit at a firm and after a year, I was promoted and worked with Renung Berhad, which was at the time was one the top corporate companies in Malaysia. I was their Corporate Services Manager where I handled tax, audit, corporate recovery, merger acquisitions, setting up business plans and setting up new businesses as well as raising funds.

**SS: What is your leadership philosophy?**

**Dato' Zakri:** In my opinion, no matter what level you are at - manager, general manager, chief operating officer (COO), chief executive officer (CEO), board of directors, all of these involves managerial skills and especially when you are one of the board of directors, you need leadership skills, planning skills to set up policies and guide your upper level managers in managing the company.

I believe the best way to be an effective leader is to engage your employees by stimulating their growth and strengthening their capabilities as individuals which create a working environment where they feel valued and trusted. As a leader, I also think it is important to manage from the heart. Managers who want to lead successfully must understand, supportive, honest and compassionate. Treat your staff like they are one of your own. Once they feel like they are an important asset where their welfare is being taken care of, employees will gravitate towards their leader and feel a sense of responsibility in making sure they support their leader and the company.

**SS: As a UPM alumni, can you tell us the initiatives or programs that you have done as a way of giving back to UPM?**

**Dato' Zakri:** Other than the two awards under my name for best student in accounting and best student at faculty level, I am also in the process of encouraging students to engage themselves with the industry and become partners to increase their employability in today's

job market. Industry practice work experience is important in providing students with opportunities to enhance their studies while giving them greater understanding of life after university. That is why the chapter was organised and to speed up the process and a foundation will be set up to manage a database of the alumni which will be made accessible. This will help increase students' prospects of obtaining employment at the end of their studies. Having this set up will strengthen the relationship between the alumni and the current students. As of now, I think the Alumni Centre is not fully utilising its capacity in engaging students to collaborate with the alumni and people outside of UPM of the same industry. For instance, free online advertising of jobs on UPM Career Hub can be set up that serves as an online employment service for students and alumni of UPM. Other programs such as career fairs which I know UPM has initiated this before and perhaps on-campus presentations or using the social media to engage students and the industry can offer multiple benefits and increase employability among graduates.

# Tears & Strengths from the Twin MH Tragedies

**AIDA FITRINA RUSLAN**

Authors: **Masitah Arsad (Alumni Class 1975); Fatheen Nabila Ghazali (Alumni Class 2009)**  
Edited by: **Dr. Ibrahim Mohamed (Alumni Class 1975)**

Our eyes were on her and the attention was undivided as she narrated her real-life stories that baffled and mesmerized even the world. This special person is none other than Aida Fitrina Ruslan, a Psychology Officer from the Psychology Management Unit of the Public Services Department. The twin tragedies of MH 370 and MH17 were the subject in question.

## Background

Aida, as she is known, studied at Universiti Putra Malaysia (UPM) and graduated with a Bachelor of Education in 2007 majoring in Guidance and Counselling.

Aida was born and raised in Segamat, Johor and has six siblings. She attended Sekolah Menengah

Sains Johor, Kluang, Johor and in 2002 studied at Kolej Matrikulasi Melaka at Londang, Melaka. Upon completion she applied to study in UPM. It was her own choice even though her mother had wanted her to take up medicine. Aida fancied UPM for its acclaimed reputation as one of the best universities in the country.



Right on the first day of her arrival, she had already envisioned herself to do well both in her studies and non-academic activities. It came naturally as it was a matter of continuing what she had done successfully during her school days. This was realized right from her “freshman” year where she was involved in “Malam Tunas Budaya” competition representing her residential college, “Kolej Canselor”. Many more competitions followed, culminating with two outstanding awards “Anugerah Khas Kebudayaan” and “Anugerah Khas Kepimpinan” bestowed upon her teams.

## Life Philosophy

Even when she was at school she showed great potential to be different from others, explained Aida. There were plenty to learn and of course she had always wanted to help people. Therefore, the first thing she did was to create her own motto i.e. “EQUIPPED MYSELF first before helping others”,





with five underlying principles: “to think good”, “to talk good”, “to do good”, “execute plan in earnest” and most important “to pray hard”.

While pursuing her course in the Faculty of Education, Aida seldom worked alone. She always shared her knowledge by giving tips and guidance to “junior” students in the same course.

There were also other activities too, she recalled. Most outstanding ones had always been her involvements in the college cultural activities and leadership programmes. She rose to become the Vice-President of the Majlis Tertinggi Mahasiswa in 2005.

### Why did She Choose Psychology and Counselling?

Her prompt reply in simple terms was, “it’s unique and she wants to help people”. She felt that the role of a counsellor is like a “human engineer”. They are also akin to medical doctors and are qualified to treat human emotion, their thinking and also their behaviour.

### The Twin Tragedies

Aida has been in the government service for seven years now. We asked her about her experience and her involvement in the two aviation incidents that happened in 2014. Aida said, “It was a tragic year for Malaysia. The twin tragedies of Malaysia Airlines (MAS) flights MH370 and MH17 brought sorrow and great pains to the country”. Aida and her team members were brought in to provide solace and render support to the members of families



who were given accommodations at a hotel by the airport. She admitted, “It was a traumatic experience to everyone involved”.

After more than two years, despite the unprecedented efforts by 26 countries to search for the aircraft MH370 that went missing mysteriously while on its trip from Kuala Lumpur to Beijing on March 8, no conclusion had been reached with regards to its disappearance.

The second tragedy occurred just four months later on July 17, 2014, where another MAS flight, code-named MH17, was shot down in eastern Ukraine, claiming the lives of all the 298 passengers on board. It was another shock to the country and brought world’s attention politically and economically within the aviation circle. Again, Aida and her team from Jabatan Perkhidmatan Awam were called in to assist.

The twin tragedies left a big impression to Aida. She accepted the fact that to comfort the aggrieved families were difficult and at times,

depressing and brought tears to her eyes but at the same time gave her chance to call upon her inner strength in helping fellow humans in enduring and overcoming the tragedy.

A word of advice to those who are interested in becoming a psychologist or a counsellor, he or she must be strong in character, physically and spiritually, lots of patience and always ready to lend a listening ear.

### Looking Ahead

As an alumna of UPM, Aida is very much attached to the Alma Mater. She is always ready to come back and she hopes she will be given the opportunity to give back and contribute to UPM. It may be in areas to motivate, inspire or share her experiences with students. On the lighter side, Aida is also good singer; give her a call and she is ready to render a song or two for your stage show. As for her career, she would like to continue her studies in Industrial Psychology and of course one day hopes to become a successful Psychologist-cum-Motivator

# Basripuzi's Agro Tourism Farm

By: **Dr. Basripuzi Nurul Hayyan Hassan Basri**  
(Alumni Class 2005)

Edited by: **Assoc. Prof. Dr. Arbaayah Ali Termizi**  
(Senior Lecturer, Faculty of Modern Languages and  
Communication)

If you google 'basripuzi', your search engine would exclusively share information of two persons with similar names. Probably, they are the only Basripuzis existed on Earth for the time being. This unique name is a combo of two love birds, Hassan Basri and Puziah years before they got married. They chose Basripuzi to be the first name for their two elder daughters. Now, the name Basripuzi has become an inspiration for their third son, Abdul Mu'in to make it as a brand for their family business. It is known as Basripuzi's that initially sells frozen meat and marinated lamb, as a means to find the capital to build a goat farm.





Basripuzi's started in early 2016 but the potential of this business has been foreseen by this family many years ago. They actually aim to have their own agro-tourism farm. In early 2015, Mrs. Puziah used her pension gratuity to buy a ten-acre land for this purpose. By mid-year 2016, the land has been cleared and planted with rubber trees. They planned to build an integrated farm that consists of a goat farm and a rubber plantation. The goats could be introduced to the farm when the rubber trees grow maturely in five year time. Implementation of integrated farm would reduce cost on fertilizer as dung and urine from the browsing goats could be turned into manure. Tree canopy also provides shelter for the goats and the undergrowth offers a wide variety of nutritional foliage for their food. The knowledge of integrated farm was obtained from Mr. Hassan Basri's job experiences in Rubber Industry Smallholders Development Authority (RISDA).

This couple had also participated in Goat Farming Course organized by Department of Veterinary Services in order to gain adequate knowledge in building a goat farm. However, Mr. Hassan Basri had a severe heart attack in early 2016, a few months before he was supposed to end his service in RISDA. He underwent some procedures in National Heart Institute and this news caused a change of direction in the family's business plan. Basripuzi's then emerged with their frozen lamb product. The business was progressing well and they started producing homemade

marinated lamb three weeks after that, selling it at only RM22 per pack. They used the profit to invest for a better packaging including attractive sticker that draw the attention of potential buyers.

The siblings teamed up as business partners and each has a role to play. Abdul Mu'in who was a graduate in Bachelor of Agriculture (Animal Science) from UPM, started working in Kulim Livestock where he obtained valuable experiences in cattle feedlot, marketing and foreign livestock trading. Presently, he is waiting for viva examination in UPM to defence his Master thesis in the same field. Basripuzi's Facebook Page was launched by Basripuzi Nuruladila, his second sister who had a Bachelor of Science in Statistics (UM 2008). Her interest in mathematics and calculation makes her the 'accountant' for this business. The profit has increased from only about RM100 in the first week to more than RM1000 per week now. Besides, the number of likers for Basripuzi's Facebook Page is also gradually increasing.

Basripuzi's is also strengthened by contributions of the other siblings on sales and marketing. Dr. Basripuzi Nurul Hayyan who is the eldest daughter graduated from UPM in Diploma of Animal Health and Husbandry (2005), Doctor of Veterinary Medicine (2010) and Master of Veterinary Science (2013). Her keen interest in goats becomes the focus for her PhD research abroad. Abdul Mu'in's younger brother, Abdul Mu'iz was also a



graduate from UPM in Bachelor of Forestry (2013). Management of outdoor recreation that he learnt as a minor brought him to build his own company in 2014. As its name implies, GASAK Global Enterprise stands for Group Activity Specialist Adventure Consultant. This company servicing consultancy in team building and bonding, providing outdoor activities such as rock climbing, flying fox, archery and many more.

Additionally, their fifth brother is also studying in Faculty of Design and Architecture, UPM. Abdul Mun'im currently undergoes his industrial training in a housing designer company and expected to graduate in 2017. Now, he is involved in designing and building traditional houses. Therefore, he is expected to build the chalets in Basripuzi's farm in the future. Their dream of having an agro-tourism farm is flourished with their youngest brother, Abdul Mubin pursuing his study in Diploma of Hotel & Tourism in Politeknik Muadzam Shah, Pahang. Together we pray for the The Basripuzis' success in achieving their dream.



*Upholding Agriculture through*

# Agricultural Biotechnology

By: **Mohd Syafik Mohamad Hamdan (Alumni Class 2013)**  
Edited by: **Datin Dr. Kalthum Hashim (Alumni Class 1984)**

**A**griculture in the 21st century faces three major challenges: feeding the growing population, reducing rural poverty and managing natural resources in a sustainable manner. It was a great experience for me to be involved in this global issue during my master study at the Plant Genetic Manipulation, University of Nottingham, United Kingdom, in 2014.

During the study period, we were exposed to the current research and technology related to plant genetic improvement and the field trial as well as commercialization process of genetically improved plants in the world class research institutes/ company such as Rothamsted Research Centre, RAGT Seed and National Institute of Agricultural Botany, Cambridgeshire, United Kingdom. There were a lot of exciting ongoing research and commercialization such as genetically improved wheat, canola, willow tree, cotton and many more.

Despite the advance technology, I believe that the ethics and attitudes of the British can be assimilated into

our agriculture research team such as that of giving and volunteering: contributing to a sustainable and high impact research output. For example, the Jodrell Laboratory at Kew Royal Botanic Garden which was built in 1877(named after T.J. Phillips Jodrell), provided the £1,500 needed then for its construction and buying equipment. A decade later, the laboratory embraces world class researches in plant anatomy, genetics, molecular systematics, biochemistry and biology system. Another positive culture exhibited by the English is that they are team-workers and has an established networking system with a clear vision. Good examples are the C4 Rice Consortium for genetically improved rice project and Defra



Wheat Genetically Improved Network. It simply showed that strategic partnership can solve many issues.

It was also an exceptional experience for me to have the opportunities establishing networking with my colleagues and world experts to update, exchange and discuss current issues on plant genetic and agricultural biotechnology. Malaysia, Thailand, Indonesia, Nigeria, Iraq, Iran, India, Vietnam, China, Jamaica, Ecuador, UAE, and Greece gathered at Nottingham (home of Robin Hood) united as a strong team to solve global issues via plant genetics!.

We enjoyed and appreciated each other, kept in touch and get updates on current involvement in related field. We look forward to future partnership in research and business opportunities in bio-economy sector. This gathering provided the answers to those challenges by empowering science and technology of plant genetics through adoption of bio-based innovation.

The field is also known as agricultural biotechnology, which currently attracting much attention around the world due to its impact on the productivity of commodities used in

food, industrial and pharmaceutical products. In Malaysia, the agricultural biotechnology is well adapted in the production of tissue-culture derived banana, aromatic plants, organic fertilizer, hybrid rice, molecular cultivation of oil palm and many more. Recently, an oil palm plantation made a breakthrough research on commercial planting using genome selection product. This technology is considered recharging our agriculture sector for bio economy initiatives.

With the motto WITH KNOWLEDGE WE SERVE, I believe that I can continuously contribute to upholding agriculture by exploring and transforming the knowledge, experience and networking that I have gained during my involvement in research, development and commercialization of knowledge-based bio-economy, particularly the plant genetic and agricultural biotechnology. As a researcher, I strongly believe that agricultural sciences and genetics together can solve the three major challenges as stated by Dr. Norman Borlaug, 1970 Nobel Peace Prize Laureate and Founder, The World Food Prize.



# 2016 so far

## Highlights of Alumni Activities January-June 2016



6-7 JANUARY 2016

• **Bridges-Link Zon Utara**

ACUPM took the initiative to organise its first Bridges-Link Zon Utara programme at Kedah, Perlis and Pulau Pinang. The programme included activities such as sharing of the past and upcoming events, and promoting the importance of alumni to support the aspirations of UPM's PG200. The sessions concluded with a dialogue session between the alumni and ACUPM where valuable feedback was gathered on the way forward to further strengthen the linkages with Alumni-*Alma mater*.







**21 JANUARY 2016 • Workshop on Manuscript Writing**

ACUPM and Dewan Bahasa dan Pustaka (DBP) successfully conducted a Workshop on Manuscript Writing. The objectives of the workshop are to obtain high-quality output and impact in professional writing, as well as to offer opportunities to the academicians to publish their materials/ books/journal with DBP. About 40 UPM academicians attended the workshop. The workshop was conducted by two experienced facilitators from DBP, namely Mrs. Rohaida Baharudin and Ms. Azlin Asmuni.



**10 FEBRUARY 2016 • PAUPM Celebrated the Appointment of New UPM Vice Chancellor: Ybhg. Prof. Datin Paduka Dr. Aini Ideris**

A "high-tea" event for Prof. Datin Paduka Dr. Aini Ideris was organised by PAUPM to celebrate her appointment as the eighth Vice Chancellor of UPM. She is an alumna of UPM 1979 from Faculty of Veterinary Medicine. Being the first woman to hold the post which is historic to UPM, also brought great pride to PAUPM. Notable guests present were YBhg. Tan Sri Dato' Seri

Arshad Ayub and representatives of Alumni Chapters. Datin Paduka in her speech, welcomed the support and involvement of all parties, especially PAUPM in supporting UPM to maintain its leadership in agriculture and at the same time targeting to be ranked among the "Global 200 world" best Universities". The event ended at 6:30 p.m. followed by group photo session.



## Highlights

### 17 MARCH 2016 • 11th Intersivity Alumni Golf 2016

Five teams from Alumni Associations of USM, UiTM, UM, UTM and UPM took part in the competition. The tournament, hosted by PAUPM, was organised by a Committee chaired by YBhg. Dato' Dr. Mohamad Hashim Ahmad Tajuddin, the Vice President of PAUPM. Alumni Association of UiTM (PAUITM) was declared the Overall Champions of the tournament.

PAUPM conveyed great appreciation to individuals and sponsors, in particular, to Programme Chairman, YBhg. Dato' Dr. Mohamad Hashim Ahmad Tajuddin, Mr. Shaun Goh (PAUPM Exco) of Usaha Jana Sdn. Bhd., Norzack Catering, Malaysian Chemical Company

(CCM), Impian Golf & Country Club for "Hole in One" prize and to the secretariat which ensured the smooth running and the success of the tournament.

Congratulations to all golfers who represented PAUPM too, namely, YAM Dato' Seri DiRaja Syed Razlan Syed Putra Jamalullail, YBhg. Dato' Mohd Yasin Mohd Salleh (VIP), Izwan Nordin, Dato' Zulkifli Saleh, Dr. Zailani Khuzaimah, En. Mazlan Mat Zaharudin Arof, En. Fariz Adzmi, En. Fuad Putih, En. Badrul Hisham Ibrahim, En. Fairul Nizam Ismail, Dato' Dr. Mohamad Hashim Ahmad Tajuddin and En. Zolkepli Othman, for being the First Runners-up.





## 26 MARCH 2016 • Opening of New PAUPM Office

The opening ceremony of PAUPM's new office was officiated by YB Dato' Sri Rohani Abdul Karim (UPM Alumni 1979). The Honourable Minister was greeted by PAUPM's President, Exco members, UPM's Vice Chancellor, the University Top Management, fellow Alumni and UPM's students. The opening gimmick led her to cut the ribbon and signing a plaque at the main entrance of the new office. A tour of the office premises followed.

During the event, YAM Dato' Seri DiRaja Syed Razlan Syed Putra

Jamalullail, President of PAUPM delivered a welcome address. In his speech, he expressed his thanks and gratefulness to YB Dato' Sri for accepting the invitation to officially open the new PAUPM Office. He hoped the new Office will become a One-Stop Centre to attract many Alumni to use all the facilities provided for their group activities.

YB Dato' Sri Rohani, in her speech also acknowledged her appreciation and felt equally excited when she was invited to officiate the opening

of the new PAUPM office. She always looked forward to return to the campus whenever given the opportunity to do so. She capped the occasion by presenting her personal contribution of RM100,000 to PAUPM.

She was later invited to witness the signing of Memoranda of Understanding between Explore Agenda Sdn. Bhd. and Forita Training and Consultancy with PAUPM. The official event ended at about 11.00 a.m.

## Highlights



### 26-30 MARCH 2016 • TRACE Zon Timur

Alumni Centre UPM conducted a 4-day programme on Tracing Alumni for Collaboration and Engagement (TRACE) at Terengganu dan Kelantan. The programme leverages alumni networks to maintain long-lasting relationship, exchange expertise and also delivered the message on the importance of alumni to support UPM's PUTRA GLOBAL 200 (PG 200) aspiration to be ranked in the top 200 of World Universities Ranking by the year 2020. The delegation of ACUPM also visited Department of Veterinary Services in Kelantan and Terengganu, Department of Agriculture Kelantan, Universiti Malaysia Terengganu, Universiti Sultan Zainal Abidin for *Temu Mesra Alumni* (engagement alumni session) in order to strengthen its linkages with UPM alumni and share alma mater's updates with them.



### 4 MAY 2016 • UPM Alumni Day 21 May: Serdang Heritage

Alumni Centre of Universiti Putra Malaysia (ACUPM) organised a Serdang Heritage Forum in conjunction with UPM Alumni Day on May 21 to commemorate the history of this research university's establishment and success in producing graduates in multiple areas of expertise and disciplines. The forum, with the theme "*Berilmu Berbakti: Legasi Membitarakan Pertanian*" (With Knowledge We Serve: Legacy in Empowering Agriculture) was held on May 4 to symbolise the establishment of the School of Agriculture Malaya in Serdang on May 21, 1931. This programme is recognized as one of the activities which is celebrated each year by alumni members, UPM staff and students to share their experiences and expertise to budding UPM alumni.

In the evening, UPM Endowment Fund was launched as part of UPM's efforts and initiatives to promote scholarly and scientific fields to run parallel with the mission of the university. The programme was also to ensure that alumni members will continue contributing towards the university and remain close to each other as well as their *alma mater*. This corresponds with UPM's mission for alumni members to contribute to their *alma mater* by giving good ideas and making financial contribution. My 1Alumni 1Ringgit (My1A1R) campaign was also launched as an effort to boost funding for UPM Endowment Fund. Financial contributions by alumni members proved the presence of a robust alumni community with the desire to assist in the development of university education.





**11 MAY 2016 • TRACE Negeri Sembilan**

Alumni Centre of UPM took the initiative to organize Tracing Alumni for Collaboration & Engagement (TRACE) programme at the Department of Agriculture and Department of Forestry, Negeri Sembilan. The engagement sessions included activities such as sharing of the past and upcoming events, and promoting the importance of alumni to support the aspirations of UPM's PG200. The sessions concluded with a dialogue session between the alumni and ACUPM where valuable feedback was gathered on the way forward to further strengthen the linkages with Alumni-Alma mater. Director of ACUPM, Assoc. Prof. Dr. Mohd Bakri Haji Ishak thanked all the alumni who participated in the event and for making it a memorable day.



**19 MAY 2016 • UPM Alumni Day  
21 May: Tautan Mahabbah**

Alumni Centre of UPM in cooperation with Pusat Islam Universiti and UPM Alumni Association organised Tautan Mahabbah (Thanksgiving Ceremony) as one of the programmes to commemorate this annual celebration of UPM Alumni Day-21 May. A talk by Imam Muda Nazrul entitled "Berilmu Berbakti: Legasi Membitarakan Pertanian" was given the highlight followed by Yassin Recitation, Doa Selamat and Tahlil. During the night, donations were also handed to orphans from Rumah Anak Yatim/ Miskin Rukaiyah, Kajang, Maahad Tahfiz Darul Fuqaha, Bangi and UPM's needy students.



## Highlights



### 21 MAY 2016 • UPM Alumni Day 21 May: Homecoming IX

UPM Alumni celebrated Majlis Makan Malam Sirih Pulang ke Gagang "Homecoming IX" to commemorate 85<sup>th</sup> years of UPM's establishment. Several activities were organised to mark the event which is Majlis Makan Malam with green theme, launching of Soh Kim Mee Scholarship, Alumni Awards presentation and fund raising activity for UPM Endowment Fund. Approximately 800 alumni and campus community attended the event.

### 2 JUNE 2016 • Appreciation Ceremony of Chapter Student Ambassador

ACUPM hosted a ceremony honouring Chapter Student Ambassador. A certificate of appreciation was awarded to each student for their service and contributions in assisting ACUPM's programme and events.



**3 JUNE 2016 • Distinguished UPM Alumni Lecture Series: Living the Serdang Story - Faculty of Economics and Management**

DALS Series 14 brought back the Faculty of Economics and Management's Bachelor of Accounting 1991 alumnus, Dato' Zakri Afandi Ismail, Director of Advanced Air Traffic System Sdn. Bhd. to campus. In his lecture on Corporate Skills: the Way Forward, Dato' Zakri urged students to strengthen their soft skills and seized the opportunities to learn as much while they are on campus. The lecture was fascinating as everyone appeared glued to their seats throughout two hour session.



**24 JUNE 2016 • PAUPM IFTAR 2016**

The 2016 Iftar was held at the Faculty of Veterinary Medicine, UPM. YBhg. Prof. Datin Paduka Dr. Aini Ideris (Veterinary Science Class of 1979) was the guest of honour. PAUPM organised the event jointly with the "host" Faculty. The Annual IFTAR programme started in 2013 at the Faculty of Design and Architecture followed by the Faculty of Engineering in 2014 and the Faculty of Agriculture in 2015. In addition, PAUPM also gave away Hari Raya packets and goodies bags to 30 orphans from Nur Hikmah Orphanage, Kajang and 16 "Asnaf" students from the Faculty of Veterinary Medicine, UPM who were present. The "Ramadan Tazkirah" was delivered by Ustaz Hafiz Ghazali who also led the Tarawih prayers.





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	1	2	3		4	5	6	7	8	9	10	
10,000	856.99	439.61	300.61	10,000	237.15	195.66	168.10	148.49	133.86	122.55	113.55	
50,000	4,284.96	2,198.05	1,503.04	50,000	1,185.75	978.31	840.50	742.47	669.31	612.73	567.74	
70,000	5,998.94	3,077.27	2,104.25	70,000	1,660.05	1,369.63	1,176.70	1,039.46	937.04	857.82	794.84	
100,000	8,569.92	4,396.10	3,006.08	100,000	2,371.50	1,956.61	1,680.99	1,484.94	1,338.62	1,225.45	1,135.48	
130,000	11,140.89	5,714.93	3,907.90	130,000	3,082.94	2,543.60	2,185.29	1,930.43	1,740.21	1,593.09	1,476.12	
150,000	12,854.87	6,594.15	4,509.12	150,000	3,557.24	2,934.92	2,521.49	2,227.42	2,007.93	1,838.18	1,703.22	
170,000	14,568.86	7,473.37	5,110.33	170,000	4,031.54	3,326.25	2,857.69	2,524.40	2,275.66	2,083.27	1,930.32	
180,000	15,425.85	7,912.98	5,410.94	180,000	4,268.69	3,521.91	3,025.79	2,672.90	2,409.52	2,205.81	2,043.86	
190,000	16,282.84	8,352.59	5,711.55	190,000	4,505.84	3,717.57	3,193.89	2,821.39	2,543.38	2,328.36	2,157.41	
200,000	17,139.83	8,792.20	6,012.16	200,000	4,742.99	3,913.23	3,361.99	2,969.89	2,677.25	2,450.90	2,270.96	

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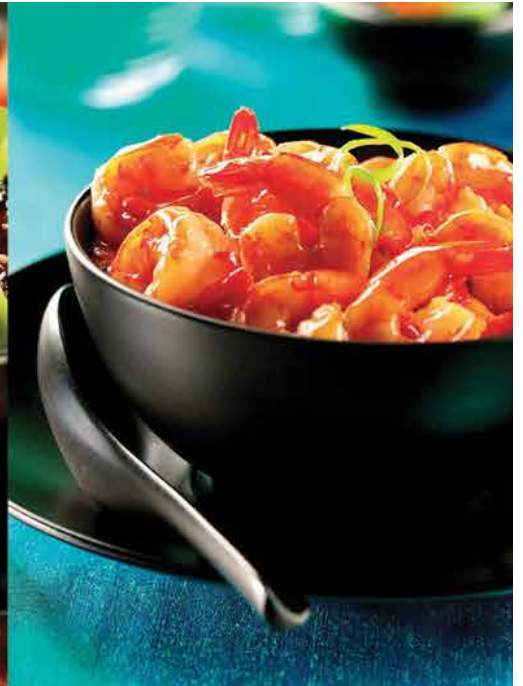
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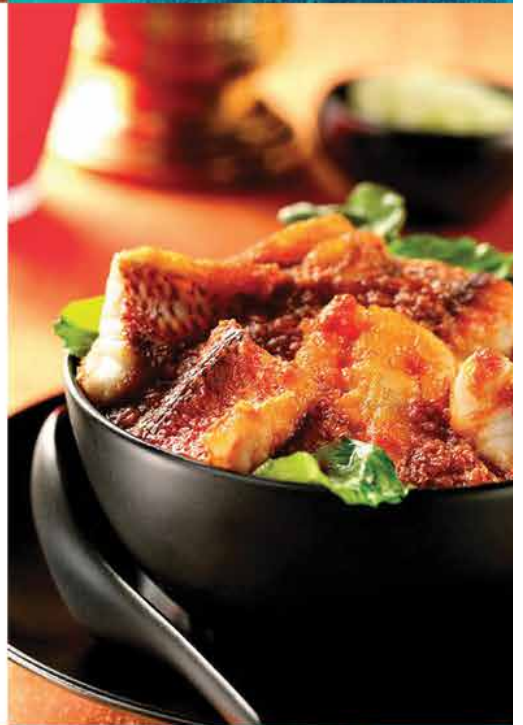






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# UPCOMING EVENTS

SYARAHAN AWAM  
PAK RASHID –  
“PAK RASHID THE CHE’GU  
25 JULAI 2016

TRACE NEGERI PAHANG  
27-29 JULAI 2016

1

BENGKEL DBP  
10 OGOS 2016

BRIDGES-LINK SABAH  
25-30 OGOS 2016

2

MAJLIS PELANTIKAN CSA  
SESI 2016/2017  
20 SEPTEMBER

HI-TEA & TOWN HALL  
SESSION : ALUMNI  
INDUSTRI UPM  
23 SEPTEMBER

3

TRACE IRAN  
5-11 NOV

BRIDGES-LINK INDONESIA  
(ALUMNI CONFERENCE@  
PADANG)  
17-19 NOV

EDARAN PAKEJ  
KONVOKESYEN  
29 OKT-13 NOV

TRACE RIAU  
6-9 NOV

4



TRACE MEDAN  
4-7 DISEMBER

BENGKEL KPI  
PUSAT ALUMNI  
15-17 DISEMBER

5



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**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.

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#### KEUNIKAN:

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- Bebas Dari Sisa Kimia
- Kombinasi Mikrob Dan Mineral Berfaedah Yang Tinggi
- Kandungan Nutrien Yang Mencukupi Bagi Tanaman

#### FAEDAH PENGGUNAAN:

- Menggalakkan Perkembangan Akar Dan Tunas
- Meningkatkan Kecekapan Penyerapan Air Dan Nutrien
- Memperbaiki Struktur Tanah
- Meningkatkan Daya Tahan Pokok Terhadap Penyakit Bawaan Tanah
- Menukarkan Nitrogen Dalam Bentuk Yang Tersedia Digunakan Oleh Pokok
- Meningkatkan Kuantiti Dan Kualiti Hasil

#### Diperkaya Dengan:

Mikoriza sp.	: 5.0% w/w
Trikoderma sp.	: 0.1% w/w
BM 383	: 5.0% w/w
Organik N	: 0.1% w/w
NPK	: < 6%



**FELCRA PLANTATION SERVICES SDN BHD**

30 - 1, Jalan Niaga Rampai 4, Medan Niaga Rampai,  
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Website : [www.fpssb.com.my](http://www.fpssb.com.my)

Email : [marketingfpssb@gmail.com](mailto:marketingfpssb@gmail.com)

Untuk Keterangan Lanjut, sila hubungi :

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**FAX : 03 - 41421262**



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## OUR SERVICES

### Event

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Carnival  
Seminar  
Family Day  
Corporate Dinner Event  
Gimmick Launching  
Launching Ceremony

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Multi Camera Production (MCP)  
Launching Video  
Event Coverage Video  
Launching Multimedia  
Multimedia Presentation

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Backdrop  
Banner  
Bunting  
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Booklet  
Premium Item & Gift

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Trust Stage

#### ADDRESS:

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Pusat Bandar Putra Permai,  
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BERILMU BERBAKTI

# KEMPEN MENYUMBANG MY1A2K

My 1Alumni 2Ribu

School of  
Agriculture  
1931 - 1947



College of Agriculture, Malaysia  
1952 - 1961



College of Agriculture, Malaysia  
1962 - 1964



College of Agriculture, Malaysia  
1965 - 1971



Universiti Pertanian Malaysia  
1971 - 1997



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# ALUMNI ENDOWMENT SPONSORSHIP



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= 1 Alumni 2K

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= 1 Alumni 1K

*'A Tradition of Giving, A Culture of Bonding'*  
*'Love Your Alma Mater'*



# INTRODUCTION

Alumni Endowment Sponsorship 30K has developed to give opportunity for alumni to join forces with their alma mater, in providing creative and innovative educational experiences that will further strengthen the university success. The donation will be channelled to the UPM Endowment Fund for the purpose of university development, increase the soft skill of students and help students financially.

# OBJECTIVE

- To disburse financial assistance to needy students of UPM.
- To generate fund to support the academic and student-based programs.
- To support university for generations to come.
- To strengthen alumni giving back to alma mater.

## **Secretariat**

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## **UPM Alumni Association (PAUPM)**

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