

NEWS » UPM receives Graduates' Choice Award (GCA) 2023

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SUBANG JAYA, Jan 5 - Universiti Putra Malaysia (UPM) has received the Graduates' Choice Award (GCA) 2023 under the public universities (UA) category by Talentbank as an employer of choice among undergraduates.

The award is in line with the efforts taken by UPM to achieve Goal 1 of the UPM Strategic Plan 2021-2025: To produce resilient graduates to face future challenges.

Deputy director of the Centre for Entrepreneurial Development and Graduate Marketability (CEM), UPM, Mr. Ludinata Misnur, said the graduate choice was from a survey conducted by Talentbank among 200,000 undergraduates throughout Malaysia for a year from July 31, 2021, until July 31, 2022.



"Receiving this award proves that UPM is a preferred employer branding among graduates to work. UPM and CEM have implemented various initiatives, especially in preparing graduates to enter the workforce," he said.

Meanwhile, the event celebrated and recognised organisations that excel and strive to bridge the gap between industries and academia in 46 employment sectors, such as banking, entertainment, fashion, and education.

The GCA 2023 in the UA category was also awarded to Universiti Malaya (UM), Universiti Teknologi MARA (UiTM), Universiti Kebangsaan Malaysia (UKM) and International Islamic University Malaysia (IIUM) –UPM.

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