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BERILMU BERBAKTI

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NEWSLETTER

Community

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FROM THE DEAN'S DESK

SBE COMMUNITY-DRIVEN INITIATIVES ALIGN WITH UPM'S TRUE NORTH VISION TO FOOD SECURITY BLUEPRINT



Prof. Dr. Bany Ariffin Amin Noordin
DEAN OF SBE

The School of Business and Economics, Universiti Putra Malaysia (SBE UPM) iTEKAD Project funded by AMBANK ISLAMIC BERHAD reflects the university's strong commitment towards meaningful community engagement through sustainable socio-economic empowerment initiatives. Conducted in collaboration with industry and community stakeholders, the project aims to uplift B40 participants by equipping them with modern agricultural knowledge, entrepreneurial skills, and digital competencies through the application of smart farming and fertigation technologies.

Beyond providing technical exposure, the programme serves as a platform to strengthen community resilience and improve household income potential. Participants are empowered with practical skills in crop cultivation, farm management, and the utilisation of Internet of Things (IoT) technologies to enhance productivity while reducing operational costs. Through continuous mentoring and hands-on training, the project nurtures a culture of self-sufficiency, innovation, and lifelong learning within the community.

Importantly, the SBE UPM iTEKAD Project directly supports the aspirations outlined in the Universiti Putra Malaysia Food Security Blueprint, which emphasises sustainable agriculture, food accessibility, community empowerment, and the advancement of agrotechnology. By encouraging urban and community-based agricultural activities, the initiative contributes towards strengthening local food production capabilities while promoting sustainable food systems at the grassroots level.

The project also embodies UPM's vision of "Berilmu Berbakti" by bridging academic expertise with real community needs. Through strategic community engagement, knowledge transfer, and collaborative partnerships, SBE UPM continues to play an active role in supporting national food security efforts while creating long-term socio-economic impact for the community.

SBE-UPM LEADERSHIP LAB CONDUCTS FIRST MODULE OF PROFESSIONAL CERTIFICATE IN LEADERSHIP AND CHANGE MANAGEMENT



The School of Business and Economics, Universiti Putra Malaysia (SBE-UPM), through its SBE-UPM Leadership Lab, successfully conducted the first module of its Professional Certificate in Leadership and Change Management, reinforcing its commitment to developing future-ready leaders among postgraduate students. Offered throughout the year to both Trimester and Semester-based postgraduate students, the programme consists of three core modules that integrate leadership theory with practical application. The seminar was attended by PhD candidates, MSc students, and Master by coursework students, creating an interactive and engaging learning environment.

Dato Sri Syed Zainal Abidin Syed Mohamed Tahir was invited as the prominent speaker for the Leadership Module on “Applied Leadership Theories and Practices for Future-Ready Leaders,” where participants were introduced to contemporary leadership concepts and their relevance in today’s increasingly complex environment. The “Leadership Roadmap and Strategy Execution in High-Performance Organizations” module further emphasized the importance of translating vision into action through strategic leadership clarity, effective execution, adaptability, and innovation.

Through leadership frameworks, industry case studies, and interactive learning activities, participants gained practical exposure to leadership roadmap development, strategy execution, organizational alignment, and performance excellence. The programme also bridged academic learning with real-world industry insights, enabling participants to strengthen their leadership mindset and apply practical tools such as KPIs and performance dashboards in preparing themselves to become impactful and future-ready leaders.

COMMUNITY ENGAGEMENT

PROJEK PENGEMBANGAN PERNIAGAAN TANI DI MUKIM ULU LEPAR BRINGING KNOWLEDGE AND COMMUNITY TOGETHER



Since March 2025, the School of Business and Economics (SBE), Universiti Putra Malaysia (UPM), together with AmBank Islamic Berhad and JPKK Kampung Paya Rambutan, has implemented the Projek Pengembangan Perniagaan Tani di Mukim Ulu Lepar, Kuantan, Pahang to empower asnaf participants and local farmers through agricultural and entrepreneurial development. Participants were exposed to practical knowledge in financial management, digital marketing, branding, packaging, and value-added product development to strengthen their business potential and sustainability.



The programme reflects a strong collaboration between educational institutions, the financial sector, and local communities in supporting socio-economic growth and community resilience. The initiative received support from YBrs. Prof. Dr. Rozanah Ab. Rahman, Deputy Dean of SPE UPM, Puan Manisah Othman, Senior Lecturer and Project Leader of the programme, as well as Puan Mahani binti Amat@Halimi, Agricultural Officer of UCTC UPM. The programme officially concluded and the Closing Ceremony was officiated by YB Dato 'Indera Mohd. Shahar Abdullah, held on 25 April 2026 at Dewan Serbaguna Kampung Paya Rambutan.

COMMUNITY ENGAGEMENT

The success of the programme was further strengthened through the dedication and active involvement of SBE UPM lecturers, including Assoc. Prof. Dr Mazlina Mustapha, Dr. Najaa Abd. Mubin, Dr. Norhuda Abdul Rahim, Dr. Siti Salwa Sheikh Mokhtar, Dr. Anitha Rosland, and Dr. Mimi Liana. Through workshops, mentoring sessions, and site visits, the initiative successfully created a meaningful platform for knowledge transfer, community engagement, and sustainable local economic development.



COMMUNITY ENGAGEMENT

EMPOWERMENT OF ADOPTED SCHOOLS IN HUMAN DEVELOPMENT AND TEAM BUILDING: ORGANIZATIONAL MANAGEMENT AND LEADERSHIP SKILLS – EXPLORACE RACE SMKTD X SBE UPM

MADAM SAADIATUL IBRAHIM



The programme aims to increase participants' awareness of the importance of physical activity in daily life while providing continuous support and encouragement to promote a healthy lifestyle for the overall well-being of the community. It also seeks to utilise physical activity as a means to build social relationships, reduce stress, and enhance productivity, as well as to strengthen the bonds of friendship among school members. As a result, participants are expected to experience improvements in their physical fitness, including cardiovascular endurance, muscular strength, flexibility, and stamina. Additionally, the programme fosters stronger teamwork and encourages the adoption of healthier lifestyle practices among participants.

COMMUNITY ENGAGEMENT

MALAYSIA-INDONESIA INDUSTRY INSIGHT EXCHANGE 2.0

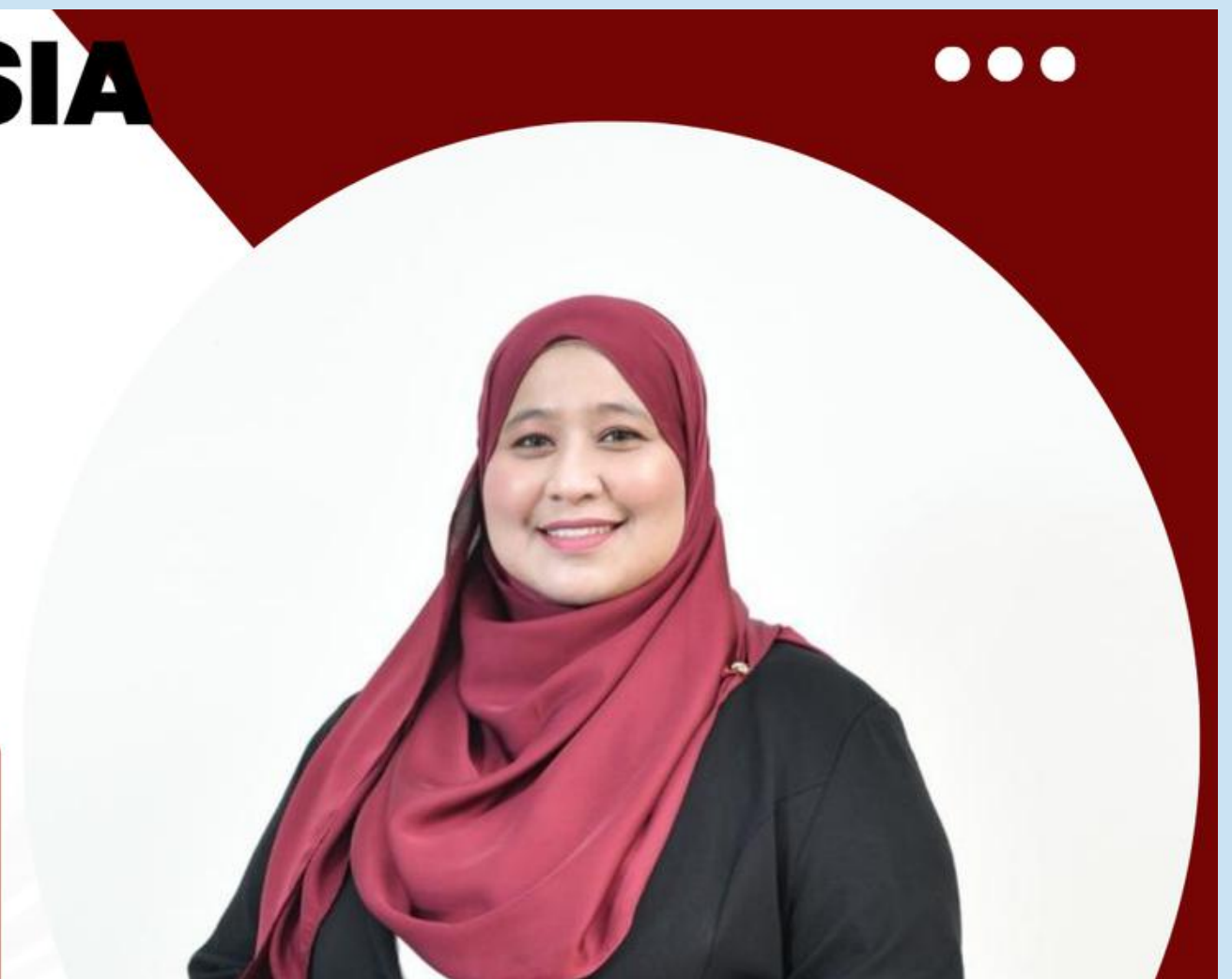
DR. SITI SALWA SHEIKH MOKHTAR

The objective of this initiative is to empower small entrepreneur communities through effective knowledge transfer in areas such as business model development, digital marketing, and improved management strategies. It also seeks to establish a strategic Malaysia-Indonesia collaboration among educational institutions, industry players, and small entrepreneur communities to share best practices and enhance the competitiveness of small businesses. In addition, the programme aims to apply academic theories in real community contexts by actively involving students in supporting small entrepreneurs through activities such as market analysis, business model improvement, and the development of marketing strategies. The expected impact of this initiative is the acquisition of valuable knowledge among small entrepreneurs in areas including business model development, digital marketing strategies, product innovation, and modern entrepreneurial practices, while simultaneously enabling the practical application of academic theories in real-world community settings.

MALAYSIA-INDONESIA INDUSTRY INSIGHT EXCHANGE 2.0

2025

DR. SITI SALWA BINTI SHEIKH MOKHTAR
SCHOOL OF BUSINESS AND ECONOMICS,
UNIVERSITI PUTRA MALAYSIA



COMMUNITY ENGAGEMENT

TRANSFORMATION OF AGRO-ENTREPRENEURSHIP TOWARDS HIGH-INCOME FARMERS

ASSOC. PROF. DR. SUDESH PRABHAKARAN

The project aims to develop modern agricultural skills among B40 participants by introducing the use of IoT (Internet of Things) to enhance yields while reducing operational costs. It also provides access to land and essential agricultural inputs to support the initiation of crop cultivation projects, while strengthening participants' entrepreneurial capabilities and income potential. As a result, participants are now able to manage fertigation systems effectively, demonstrate increased confidence, and show improved digital skills, with some achieving up to a 25% increase in income potential. They have also developed a better understanding of modern agricultural practices, are capable of utilising IoT technologies, and have begun seedling cultivation at the project site. Overall, the project has successfully established a strong foundation for B40 participants to venture into commercial farming using modern technology, contributing to increased income levels and an improved standard of living.



COMMUNITY ENGAGEMENT

AMAZING STEM CARNIVAL 2025

DR. KHAIRUNNISAK LATIFF

The purpose of this carnival is to spark students' interest in STEM subjects, while providing exposure and hands-on experience in innovation, invention, and robotics, as well as introducing careers related to STEM and the social sciences.

The programme has successfully increased students' awareness of the importance of acquiring knowledge in the social sciences in a balanced manner. Participants have shown a deeper interest in accounting, business, and technology-driven entrepreneurship. In addition, the activities have helped build students' confidence to explore new fields and understand the relationship between innovation, data analytics, and modern business management.



PROMINENT ALUMNI


ANDERSON CHUA

THE ARCHITECTURE OF GLOBAL CERTAINTY

Strarion[™]



Capital does not just look for profit; it looks for Certainty.

Following the successful conclusion of the GET Forum in Cairo  , I am reflecting on the power of "Soft-Infrastructure" in unlocking the Multi-Trillion Dollar ASEAN-Africa-Arab corridor. It was a privilege to share the stage and exchange views with esteemed leaders:

- Mr. Mohammed Abu Lesan (Prominent Investor, Kingdom of Saudi Arabia)
- Dr. Nurudeen (Advisor to the President of the Federal Republic of Nigeria)

A key focus of my contribution was the importance of the Suez Canal Economic Zones (SCZONE) as a Strategic Gateway to West Africa. While these zones offer world-class hard infrastructure, their true potential is unlocked through robust "Soft-Infrastructure."

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THE ARCHITECTURE OF GLOBAL CERTAINTY

Strarion[™]



At Strarion, we apply our Governed Velocity™ framework to act as the Governance Architect institutionalizing the transparency and structural integrity required to turn regional opportunities into bankable certainty. We build the trust ecosystems that allow global capital to flow into these vital trade hubs with confidence.

Also, a **Milestone for Strarion Global:**

I am particularly honored to announce the signing of a Strategic MoU between Strarion Advisory and Al Galal Group, represented by Mdm. Fatema Mohamed (Vice President). This partnership formalizes our commitment to driving strategic growth and governance excellence across our regions.

My deepest gratitude to **Mr. Ahmed Galal Eldin** and the **Al Galal Group** for their visionary leadership.





MALAYSIA'S
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TRIPLE
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