

THE UCISI GAZETTE

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UCSI Launches

 The
Green
Campaign

Going Green Together

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Palm Oil

Student Ambassador Programme

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Speech by Minister of Primary Industries, Teresa Kok.

On 23rd May 2019, UCSI University students took part in the Palm Oil Student Ambassador Programme organised by the Malaysian Palm Oil Council (MPOC). Minister of Primary Industries, Teresa Kok was present at the event to engage with the students on palm oil practices and trends.

The programme started with a video clip featuring Prime Minister Tun Dr Mahathir Mohamad opposing accusations of palm oil being the main cause of Malaysia's deforestation. He stated that the anti-palm oil campaign arose because of competition between palm oil and other plant oils in the market.

Universiti Kebangsaan Malaysia dietician, Khor Ban Hock, then gave a humorous speech entitled 'Healthy Eating and Palm Oil'. He highlighted that eating healthily does not contradict with using palm oil.

According to him, palm oil is free of trans fats as it never needs hydrogenation. Trans fats are harmful. They affect our health and lead to obesity. Palm oil is rich in Vitamin E tocotrienols and balances the fatty acid composition.

Palm oil also causes less oil absorption in food and is stable at high temperatures. Thus, it is favoured in food manufacturing. Compared to other types of oil, palm oil also contributes less saturated fat.

Malaysian Oil Scientist Association member, Dr Ramesh Veloo, introduced the palm oil industry to the audience from the perspective of a planter.

He highlighted that the largest scale of deforestation in Malaysia was due to the beef industry and not the palm oil industry. He suggested that the efficiency of plantation

management, labour management and industry image must improve.

He also emphasised talent management to develop a pool of future planters and called upon the youth to join as planters because of the endless potential of the industry.

A speech was then given by Teresa Kok, Minister of Primary Industries Malaysia. She highlighted that 74% of the total agricultural land in Malaysia is planted with palm trees and export for the palm oil industry in 2018 is 67.5 billion ringgit which indicates the necessity of palm oil industry contributing to Malaysia's economy.

She also rebuked the unfounded accusation from the West on the palm oil industry being the leading cause of deforestation by showing data in which 55.3% of Malaysia is still covered by forest, thus proving the accusation irrelevant.

Kok is dedicated to improving the industry image and called upon the audience to be Malaysian Palm Oil Ambassadors and to join marching on Merdeka Day. She marked the end of her speech by promoting the Sayangi Sawitku campaign.



Dr Ramesh Veloo expounding on the palm oil industry.



Teresa Kok engaged in the soap-making workshop with UCSI University's Vice-Chancellor and President Academician Senior Professor Dato' Dr Khalid Yusoff (left from Kok) and UCSI Group's founder and CEO, Dato' Peter Ng (right from Kok) looking on.

This campaign involves companies producing palm oil products to display the "Sayangi Sawitku" logo on their respective products. Kok said the move was aimed at promoting the use of palm oil in producing various food products and daily necessities.

According to her, many people don't know that the usage of palm oil is broad and versatile, from production of cooking oil, chocolate and ice cream, or soap and lipstick to fuel for vehicles.

After that, Teresa Kok was invited to join a forum with Deputy CEO of the MPOC, Belvinder Kaur Sron, UCSI Engineering student Khaw Liang Fa as moderator, UCSI's Green Up organising committee member, Looi Jiale and UCSI University Food Science and Nutrition student, Tan Ee Wen.

Looi gave a brief introduction on the Green Up project related to sustainability and the Roundtable on Sustainable Palm Oil (RSPO) in promoting growth and use of sustainable palm oil products through credible global standards and engagement of stakeholders.

The RSPO unites stakeholders from seven sectors of the palm oil industry, which are the planters, manufacturers, investors, retailers, traders, social NGOs and environmental NGOs.

It has developed a standard which consists of the environmental and social criteria that a company must comply with to produce certified sustainable palm oil. By 30th April 2019, 19% of palm oil was certified by the RSPO while 92 countries including Malaysia are members of the RSPO.

According to Belvinder, certification is necessary, but value and recognition of the certification are what matters most.

Tan then presented data showing that most food products contain palm oil but it is stated in its scientific name in the material list so people without a science background cannot recognise the palm oil content in food.

The forum ended with a question and answer session. MPOC, in collaboration with Youth Beyond Boundaries (YBB) of UCSI University, created a Palm Oil Wall Mural which was then officiated by Teresa Kok.

Kok proceeded to witness the soap-making workshop. The workshop was organised by YBB and sponsored by MPOC to encourage UCSI students in promoting environmental awareness by using palm oil-based ingredients in the making of handmade soap.

Overall, the programme empowered students with accurate knowledge on palm oil, instilled pride for the nation's biggest commodity and spread awareness on the palm oil industry's significance in Malaysia and the unfair anti-palm oil campaign by NGOs in the West.

Students were also educated on how the palm oil industry impacts our socio-economic well-being and were encouraged to become Palm Oil Ambassadors to be a part of the change.



(left to right) Teresa Kok and Belvinder Kaur Sron taking a look at the palm oil posters.

In The Name Of Education

UCSI University donates over RM700,000 for Palestinian students' education



Everybody, not counting race and religion, should have access to education. That is the ideal of the day. Most of us are fortunate to have the opportunity to learn and get resources to increase our knowledge in various fields of study.

However, some are left behind. Some don't have a choice. Life circumstances or even political climates are just some of the reasons why they may not have an education.

In light of this, UCSI University set aside a total sum of RM719,433 in scholarships for Palestinian students to pursue their tertiary and postgraduate education at its institution.

The "Scholarship for Palestine" sponsorship mooted by the Ministry of Education is meant to symbolise the solidarity of the higher learning industry in its humanitarian effort for oppressed Palestinians.

UCSI's Vice-Chancellor and President Academician Senior Professor Dato' Dr Khalid Yusoff presented the mock cheque to Prime Minister Tun Dr Mahathir Mohamad at the 9th Grand Iftar with the Palestinian community at Putrajaya.

"The willingness of Malaysian institutions to provide scholarships for those in need signifies

a pact of concord and peace," said Dr Mahathir.

Other than UCSI, 11 other universities contributed to the goodwill effort, which was channelled through the Palestinian Cultural Organisation Malaysia (PCOM).

As UCSI continues to advocate SDG 4 - Quality Education, in particular, it reaches out to those communities that don't have the privileges and means to get an education. By thinking 'global' and believing education is for all, we can make a difference.

Bonjour : Students From France At UCSI



Group photo of students from France and UCSI staff.

UCSI University welcomed six students from France; two from Ecole Polytechnique Universitaire de Montpellier who will be attached with the Faculty of Applied Sciences, and four from Polytech Nantes attached with the Faculty of Engineering, Technology and Built Environment.

Food Science with Nutrition head, Assistant Professor Dr Pui Liew Phing is supervising two students, Claire Hubert and Camille Loiseleux, each conducting a two-month research project related to the area of Food Science.

Claire's research project is entitled 'Microencapsulation of probiotics with prebiotics extracted from beans'.

The project has to do with the addition of prebiotics added into the microbeads containing probiotics, where the probiotic can have higher a survivability rate as compared to

free probiotic cells when it passes through the human gastrointestinal tract.

Camille's research project is entitled 'Comparison of edible film material for the incorporation of natural antimicrobial extracts'. The aim is to increase the shelf life of products, by applying the edible film with antimicrobial extracts.

"I enjoy supervising both students as they are very diligent, smart and have the initiative to solve issues that arise when it comes to their research. Their cheerfulness and persistence in conducting the work are really encouraging," said Dr Pui.

The students from Polytech Nantes are Florent Hegron, Maxime Duvacher, Sebastian Michelet and Omar Addi who have been doing their three-month internship at UCSI since June 2019.

Their research topics are on breast cancer detection, the Stewart-Gough platform, a grid-connected Photovoltaic (PV) system design, Signal to Noise Ratio (SNR) estimation and adaptive modulation for Orthogonal Frequency-Division Multiplexing (OFDM) systems.

Assistant Professor Dr Mastaneh Mokayef, one of their supervisors, had this to say:

"I hope that by hosting these students we are promoting cultural exchanges and international academic collaborations, increasing their self-confidence as they live abroad and hopefully motivate UCSI students to find new interests and form friendships with them".

So far, the students from France are making the most out of their study abroad experience. Other than doing research they are making new connections, sampling the local cuisine and discovering Malaysian culture. It is indeed an enriching and eye-opening experience for them.



Students from France conversing with a student ambassador.

Peace and Unity in Diversity Workshop



A group picture of participants and trainers holding up signs symbolising peace and love.

UCSI University, under its SDG initiative, organised an “Introduction to Peace and Unity in Diversity” workshop for its staff and other participants from different backgrounds. The aim was to close the gap within diverse communities and to connect people irrespective of culture, religion and nationality.

International participants from Yemen, Philippines and Indonesia joined in this fruitful workshop where everyone interacted with each other through discussions without prejudice or discrimination hoping to understand matters involving the community.

The trainer, Norani Abu Bakar, who is also UCSI’s SDG Secretariat executive director was pleased to see the participants come together and contribute towards sustainable community development and common goals in ensuring that peace and harmony remains an ongoing priority.



Norani Abu Bakar proud that UCSI is doing its part in promoting peace.

“This is just the beginning. We hope that all participants interested in nation-building can work with Jabatan Perpaduan Negara dan Integrasi Nasional and train grass root leaders so that this project will also work well in Sri Sarawak. Then, it can be brought to other areas in Selangor and Wilayah Persekutuan. As a staff at UCSI, I’m very proud and grateful

to the University for doing something worthwhile,” she said.

The training consisted of 12 topics including accepting myself, positive stereotyping, diversity in ethnicity, diversity in religion, diversity in gender, diversity in needs, inclusivity, the beauty of diversity, understanding conflict, rejecting violence, admitting mistakes and forgiveness.

Registered Counsellor of UCSI University Lakshmy Kumar, expressed that this programme not just benefitted her in understanding herself but also others.

“This is a very safe place for us to open up and discuss certain matters which some of us may feel are sensitive topics or issues. When we talk about unity we touch on many areas starting from the person’s religion, culture, norms and belief system. I feel that these are very important and this workshop is very much needed,” she said.

Faculty of Social Sciences and Liberal Arts General Studies department head, Dr Allan Tan shared a similar tone expressing his exuberant experience as a participant of this workshop.



Participants work as a group to create traditional Malaysian clothes.

“We need programmes like this to know that with understanding comes the ability to actually accept each other’s differences, be it the public, schools or even kindergartens” he said.

Wulan Hubbard from Indonesia also believed that the workshop was suitable for everyone.

“After all, what is the meaning of religion and education if we cannot live peacefully with everyone? Time is short and we must together build a better world for our future generations,” he said.

Muhammad Azim Azlan, a permaculture participant also shared his enthusiasm and hoped this programme would continue in the future.

“I think it is good that UCSI has taken the initiative to have this workshop. We need to take that first step of action. Merely discussing this without action won’t mean anything,” he said.

Overall, the workshop helped participants anticipate the reality of today’s communities and to see peace and unity in diversity as a mirror of humanity. The challenge in developing a strong relationship and breaking boundaries between one community and another should be our responsibility.

All 15 participants were later presented with a certificate of participation at the end of the workshop by UCSI University’s Group Corporate Affairs Vice-President, Leong Sat Sing.

Pharmacy at UCSI and the MET-I-CON 2019 International Conference, India

By Theresa Lee Wei Ting *Bachelor of Pharmacy (Hons)*

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



I used to be no different from other students, struggling to decide what to pursue after high school.

This was until my parents suggested to pursue pharmacy where there is considerable job stability and a wide variety of career opportunities.

As I read more about this course through the UCSI University website, I realised it composed of subjects that I like and ones in which I could apply my knowledge to improve the health and quality of people's lives.

I realised that I could help treat symptoms of those who are sick as well as advise individuals on being healthy.

Meanwhile, UCSI University also offers vast opportunities for its students to get involved in research and attachments to foreign countries. Based on this, I finally decided to enrol in the Bachelor of Pharmacy (Hons) programme at UCSI University.

I personally believe that a pharmacist should not be restricted to only front line duties, and I enjoy reading about new discoveries and medical innovations that help advance healthcare.

That's how I got myself involved in a niche research project in my final year.

I am really grateful that I attended the MET-I-CON 2019 International Conference on Innovation in Pharmaceutical Technologies in Nashik, Maharashtra, India.



Theresa at the MET-I-CON 2019 Conference in India.

It was a research conference organised by the Institute of Pharmacy of the MET Bhujbal Knowledge City. It serves as a platform for researchers, academicians, investigators, industrialists, clinical practitioners and young promising pharmacists to share their research outcomes and thoughts on the advancement of science and technology in regards to the future of the pharmaceutical industry.

Meeting international researchers and scholars of different dispositions and cultures who share the same passion was exciting - something I cannot describe in words. It was also a great chance to build my network and connect with people.

At the conference, I presented my research work titled 'In vitro superoxide dismutase (SOD) evaluation of leaves and stems of *Artabotrys suaveolens*' through a poster.

The topic was chosen because of possible detrimental effects contributed by dietary supplements of non-enzymatic antioxidants.

SOD is an enzymatic antioxidant that is proved to be able to fight against cellular oxidative stress.

The *A. suaveolens* plant was investigated due to its ethnomedicinal uses. The plant was traditionally used to treat emmenagogue, cholera, enlarged spleens and to relieve postpartum fatigue while some of the uses are related to antioxidant properties possessed by the plant.

I was pleased, honoured and humbled that my research was acknowledged and I was chosen for the 'Best Poster Presenter' award!

Above all, I am indebted to my supervisor as well as the Faculty of Pharmaceutical Sciences dean Assistant Professor Dr Mogana Sundari Rajagopal for her inspiring guidance, motivation, knowledge, support as well as her constructive critique on my research.

All I can say is that now, I am much, much more motivated to take up new challenges in the future, whatever may come.



Theresa explaining her research through a poster.



UCSIPharmCare 2019

3 GOOD HEALTH AND WELL-BEING



Group photo of committee members and children from Rumah Bakti Nur Syaheera.



UCSI's Faculty of Pharmaceutical Sciences lecturer Por Choo Shiuan presents the donation to the head of the orphanage, Mr Johari.

The UCSIPharmCare 2019 was held at Rumah Bakti Nur Syaheera, Cheras where 28 orphans were provided with basic health screening tests, medication reviews and were briefed on the importance of maintaining a healthy lifestyle.

Organised by UCSI University Year 4 Pharmacy students, the social service project was supported by previous fund-raising activities that included the collecting and selling of old books and second-hand clothes.

A booth was set up at Block A in UCSI University in collaboration with the 'Know Your Medicine' Campaign where tickets were sold for the talks held. Food and beverages were prepared by the committee to drive the donation effort from the public. The funds were then collected and used to purchase the necessary supplies for the orphans.

On the day of the event, 22 committee members set up the venue for the demonstration of compounding emulsions and suspensions. Clear explanations were given to the audience and several games and activities

were carried out to raise the awareness on different types of pharmaceutical dosage forms.

A total of 30 doses of deworming tablets (anthelmintic medicine) and first-aid kits were passed to Johari, head of the orphanage, as part of the efforts in improving the quality of life of the children.

The orphans also received goodie bags sponsored by CCM Pharmaceuticals, Ego Pharmaceuticals and Yakult. The faculty handed the donations collected from the public to Johari and the orphans.

It was fulfilling to see these community engagement programmes being held to educate the underprivileged while still promoting the pharmacy profession, enhancing students' communication skills. The committee hopes to reach out to more communities in the future.

Undoubtedly, pharmacists play an integral role in the interdisciplinary healthcare team as well as an essential role in educating patients and

the public regarding drug therapy as patients becoming increasingly responsible for their own health care.

Pharmacists can also play a role in implementing and participating in community engagement projects. It is a rewarding experience to give back to the community and at the same time, showcase the profession.

With regards to the success and achievement of the project, team leader and student pharmacist Karen Chiok mentioned when there is teamwork and collaboration, wonderful things can be achieved.

She hopes to continue various community engagement activities and services that will have a positive impact on healthcare throughout her career as a pharmacist.

The faculty is proud to have developed student pharmacists who are recognised for community service and their efforts in promoting self-care to the public.



Dr Mogana Sundari Rajagopal: Her Passion and Prescription

What is your specialisation in the field of Pharmaceutical Sciences?

My specific interest in the field of Pharmaceutical Sciences is phytomedicine (the use of plants or parts of plants or phytochemicals for the treatment and prevention of illness) and pharmacological actions of these plants or their isolated phytochemicals. My main focus is on anti-inflammatory actions, oxidative stress and investigating the rise of antibiotic resistance due to multi-drug resistant bacteria.

Tell us about your experience working as the dean of the Faculty of Pharmaceutical Sciences.

My journey as the dean has been an exciting and a challenging experience thus far. Managing a Faculty that has been graduating pharmacists of the highest calibre has been empowering and motivating. The vision and mission of the Faculty are the cores of our academic and research initiatives. My aim as a leader is to create a confident and functional team to uplift the faculty in teaching, research, community engagement and international collaboration. Striving for continuous betterment will increase the standing and stature of our academic members at the national and international level. Aligned to the initiatives of the country in pharmaceutical practice, I am focused in nurturing the next generation of professional and ethical pharmacists with innovative pharmacy practice and life-long learning.

What made you pursue a career in this field?

Since young I have been passionate about drugs and its usage in the treatment of diseases. Allopathy and complementary medicine differences and its practices intrigued me. Being a very sick child when I was young and exposure to numerous medications truly made me curious about how these medications actually affect our body and how are they removed from our body. Furthering my education, I realised that the field of Pharmacy wherein pharmacists are drug or medication experts was the right career choice. Since then I have not looked back.

What excites you most in the field of Pharmaceutical Sciences?

Pharmacists being professionals conceptualise a drug molecule or bioactive compound together with its formulation and delivery as a medicine. They have in-depth knowledge on pharmacology which encompasses main areas of pharmacodynamics (study of what drug does to the body) and pharmacokinetics (what the body does to the drug). Pharmacists are also experts in pharmacotherapy (therapy using pharmaceutical drugs), physicochemical properties of drugs and excipients, adverse drug reactions and drug interactions.

In your opinion, what is the future for pharmacists?

In the era of IR4.0, the practice of intelligent pharmacy is revolving around automation, remote tags, adherence monitoring and block chain technology among others. Pharmacists will need to ensure that they harness technologies in a way that will support their professional aspirations for transforming the healthcare system in a patient-centred practice together with other healthcare professionals such as doctors, dietitians, physiotherapists, etc. This continuous transformation and life-long learning and practice equip a pharmacist to be dynamic and versatile.

What motivates you to keep going?

Devotion to God, service to people and growth within the nation keeps me going.

How has UCSI impacted your life and career?

UCSI University being the top private university in Malaysia for the second year running and top 442 in the world is where it is today due to the dynamic leadership of its top management and their entire cohesive team. I began my academic career in UCSI after 15 years of practice and have seen that it values passion, drive, optimism and recognises deserving academics.

What would your advice be to students who would like to pursue a career in Pharmaceutical Sciences?

Understand the role of pharmacists as drug experts – We are the experts in pharmaceutical therapy. We are also the front-line consultation point as community pharmacists for patients. Thus, we play a major role in disease prevention, counselling, medication consultation, consultation on lifestyle balance for optimum health outcomes and early detection of major illness by referral to a physician for diagnosis.

Focus on service to people in terms of intrinsic qualities, not extrinsic characteristics – Extrinsic factors such as salary, work/life balance, schedule, and relationships at work do not mean you will more likely find satisfaction and fulfillment. Being a pharmacist isn't about getting a six-figure salary (it's an added advantage if you are innovative and hardworking), rather it's the passion for the profession that will give you job satisfaction. Passion to serve the community and nation – love for the community and a humanitarian nature are at the heart of being a pharmacist.

What are some of the characteristics that one would need to succeed in this field?

Based on the World Health Organization/International Pharmaceutical Federation's seven-star concept, a pharmacist needs to be a caregiver, communicator, decision-maker, teacher, lifelong learner, leader and manager.

How would you describe your journey as an academician in this field?

My academic journey has been a good experience which has allowed me to challenge myself emotionally, mentally and physically. It has been fruitful and there is much to be learnt. With the blessings of God and good guidance from mentors I believe I will strive for the best; doing my best for the profession, community and organisation.



Ledang Sharing Circle: Handling Online Harassment

Online harassment has become all too common in this digital age of the Internet. There are millions of victims all across the world who receive unsolicited messages that involve sexual misconduct, spreading rumours including leaving abusive and threatening messages online.

The Ledang Series, under the auspices of the UCSI English Language Student Association (ELSA), is a women-powered community that aims to engage and educate women on relevant social issues.

Assistant Professor Dr Vighnarajah Selvarajah as the ELSA advisor and former department head highlighted the vital role of the Ledang Sharing Circle in reaching out to empower female students in Higher Education Institutions (HEI).

"It's about time we look into empowering female students in HEIs on how best to manage social issues especially with the advent of technology. These students should be aware of their rights to privacy and the various issues that will arise with the use of social media," said Dr Vighnarajah.



Sumitra Selvaraj, founder of Sarees and Stories, shares her experiences.

Gathered together, it was an afternoon filled with inspiration for all participants. The Ledang Series successfully created a safe space for women to discuss issues regarding online harassment and how best to tackle them.

This time around, issues on how to handle online harassment was brought to a fruitful discussion by the founder of Sarees and Stories (a blog and Instagram feed) Sumitra Selvaraj, who is also the executive producer and host for 'Suara', a socio-political talk show and 'Let's Talk', a women's panel talk show.

One of the unique features of this sharing circle is that it is open only to female participants, as the



The Ledang Sharing Circle participants with Sumitra Selvaraj.

sharing circle aims to create a safe space for women to discuss these topics.

In the interest of adding to the discussion, the first 65 female students who registered were entitled to a seat in the sharing circle.

Sumitra shared her anecdotes and experiences on how she handles online harassment on social media. Different from the ordinary talk that one might expect, the Ledang Sharing Circle emphasised the interaction between speaker and participants. In order to protect the privacy of participants, attendees raised their questions and shared their personal experiences regarding online harassment anonymously through the Sli.do mobile application.

The Ledang Sharing Circle was organised by The English Language and Communication (ELC) programme Year 2 and Year 3 students. Joelyn Ng, the organising chairperson of this sharing circle, shared:

"This was an impressive learning experience for all of us. As ELC students, we are concerned about the social issues regarding women empowerment and hope to unite all female voices and be heard."

Assistant Professor Dr Latha Ravindran also shared on the success of the talk: "This talk was an eye-opener to students as it helped students

understand the invisible dimension of online harassment and how it can be detected and addressed."

Sumitra encouraged participants never to be afraid to speak up for themselves in facing the issues of online harassment. She shared her experiences in receiving inappropriate messages which she tracked down to a company in Bombay and the recent issue of her photos being used on an online dating website without permission from her.

"I will speak up for myself because if I speak up and tell someone that their behaviour is inappropriate, it might just discourage the next bout of harassment for whoever is next in line," added Sumitra.

Before the end of the event, a get-together session was held to offer the opportunity for participants to get closer to the speaker. The exchange of ideas between both parties was truly enlightening.

Can You Even

4 QUALITY EDUCATION



English?!



ELSA members promoting the Translation and Interpretation booth.

An English language carnival "Can You Even English?!" was held by UCSI's English Language Student Association (ELSA) and had more than 250 participants attending over three days.

The six booths were derived from the core subjects of the English Language and Communication (ELC) programme: Understanding Reading and Writing, Phonetics and Phonology, Translation and Interpretation, Introduction to Language and Linguistics, World Englishes and English Literature.

UCSI University's Block A Lobby was filled with laughter and music as students participated in the carnival, organised by the Department of English Language and Communication, under the Faculty of Social Sciences and Liberal Arts (FoSSLA).

The language-themed carnival had six booths that featured fun games and activities designed for participants from all courses while introducing the elements of the English Language entertainingly and engagingly.

"This carnival provided an excellent opportunity for non-English Language students to explore and understand the various aspects of language, as exemplified in real world scenarios," said Assistant Professor Dr Vighnarajah Selvarajah.

"The purpose of the carnival was to introduce and expose the UCSI student body to our programme, giving them insight on what we study and how to apply it in our daily lives," said ELSA president, Hazel Kuek.

"When someone meets an ELC student, they often ask 'What do you study? To be an English teacher?' and I believe this carnival is an excellent way to showcase what we study and to demonstrate the different opportunities we as ELC students acquire, apart from the standard path of an English teacher," added Hazel.

Prize hampers worth up to RM400 were given out to the daily top five winners of the carnival.

The carnival featured a giant scoreboard that was refreshed daily throughout the carnival.



ELSA members and participants at the English Literature booth playing the 'Literary Jenga'.

Participants were required to complete all of the games in the booths and collect points for a chance to be on the scoreboard.

"My friends and I had a lot of fun, and I never thought learning English would be enjoyable. The carnival allowed me to view the English Language in a more approachable and relaxed way because of the way the games were designed," shared Sieo Wen Min, a BA (Hons) English Language and Communication student.

"My favourite was the phonetics game where I had to guess what my partner was saying by watching the enunciation on her lips while I was on a headphone with music as a distraction", she added.

The carnival was a first for ELSA, and it will continue to introduce more such events for the benefit of UCSI students.



An aerial view of the ELSA Carnival in full swing.

UCSI Launches The Green Campaign



(left to right) Executive Director of GuocoLand Malaysia Andy Chua, KL City Mayor Dato' Nor Hisham Ahmad Dahlan, UCSI Group founder and CEO Dato' Peter Ng and UCSI University Group Corporate Affairs Vice-President, Leong Sat Sing.

UCSI University launched the Green Campaign in conjunction with World Environment Day on June 20, 2019. There were around a hundred staff and students at the event which featured several booths displaying potted plants and other products that were environmental-friendly.

KL City Mayor Dato' Nor Hisham Ahmad Dahlan officiated the ceremony in the presence of UCSI Group founder and CEO Dato' Peter Ng.

"UCSI University is a perfect example of a private establishment doing its part to achieve a sustainable future. I understand that UCSI has adopted a green corner on almost every floor in the campus' buildings," said Nor Hisham.

UCSI also employs a number of green initiatives such as a water harvesting system, sensor flushes and save water reminders in the category of water conservation. In terms of saving electricity, it has solar powered street lights, 99% LED Lights, card activation for lights and air-conditioning as well as building solar panels and motion sensing lights.

As for other initiatives, Ng pointed out that newer buildings and ongoing construction projects in the campus' expansion plan took into consideration sustainable practices.

"Our eponymous luxury hotel in Kuching is a Green Building Index-certified establishment. This involves a great deal of clean energy - harnessing solar energy to power street lights and heating, harvesting rainwater and utilising

river flow and wind flow to naturally lower temperatures," he said.

Above all, UCSI's commitments are reflected in the way it teaches; the goal being to ensure students are ambassadors of sustainability, not just while they are on campus, but long after they graduate.

The main purpose of adopting an eco-friendly lifestyle and making conscious decisions is to reduce the harm to the planet and create positive conditions for the environment to flourish and thrive. Going green should not be a fad or a fashion, but a way of life.

The Green Campaign also advocates for the creation of the best living conditions as an important part of the green movement. Taking steps to ensure basics such as clean air, fresh water and plenty of plants is what makes a green life worthwhile; ultimately, going green can make a positive impact on the planet.

At the event, six UCSI Green Projects were presented before the conferment of the UCSI Group SDG Green Awards. These six awards were sponsored by Emerald Hill Guocoland Malaysia, an exclusive gated and guarded residential enclave in the bustling township of Alam Damai.



Having a look at the plants: (second from left) Leong Sat Sing, Dato' Nor Hisham Ahmad Dahlan and Dato' Peter Ng.

Permaculture Design Course

Also part of the Green Campaign was the Permaculture Design Course (PDC) which was held from June 17 to July 6, 2019 at UCSI Alumni House. The PDC saw expert trainers from Australia and India sharing and imparting their knowledge and expertise in permaculture.

Permaculture or “Permanent Agriculture” is a design system for creating sustainable environments in terms of soil, water, climate, animal systems, architecture and society in the areas of economics, land access and incomes tied to right livelihood. It was pioneered by Bill Mollison and David Holmgren in Australia back in 1978.

Today, UCSI plans to integrate permaculture in designing its campus environment and the PDC is a vehicle through which awareness and implementation of sustainable practices will be inculcated.

The PDC encompassed 18 days of theory and practicals which were enlightening and where conservation and restoration of the world’s resources were discussed.

Spear-heading the event were Rosemary Morrow, Greta Carroll and Kat Lavers from Australia and Narsanna Koppula from Hyderabad, India.

“Two principles of permaculture are turning problems to solutions and designing for diversity,” said Morrow who emphasised that the movement calls for a preservation of tradition, crafts and history. She went on to say that she was impressed with the humanitarian consensus that exists in Malaysia.

Morrow is a permaculture ambassador with more than 30 years of experience teaching in some of the world’s most challenging environments, including war-torn countries and refugee camps. Through her work she has helped grow the permaculture movement in South East Asia, Africa, Western Europe, Afghanistan and Kurdistan, UK, New Zealand and throughout Australia.

Also, according to Narsanna, the experience was great where it was the perfect chance to meet with ‘humble’ people, learn about plants and how to be sensitive to the environment as well as talk and share about cultural issues.

“The emphasis here is on growing your own food. Respect for this approach will give you satisfaction, happiness and peace. The important thing is understanding the environment and being generous to nature,” he said.

The participants included refugees, farmers, as well as those interested in agriculture generally. Together, they learnt how to build a permaculture garden on the premises of the Alumni House after the careful planning, designing and studying of farming.

For Melvin Tong, one of the participants, the course was beneficial as it was for people from all walks of life where it empowers locals to think for themselves in terms of sustainable farming.

“It is simple things like not buying fertiliser and making use of nutrients that make a difference. We need to ‘read the land’; do a site analysis and incorporate maximum land usage” he said.

“Sustainable farming also builds character and promotes health. This course brings together a network of like-minded people and students should see this as a good opportunity where principles such as ‘use and value diversity’ should resonate,” he added.

John Ahmad from Yemen, also a participant, shared on how principles such as zero waste and recycling impacted him throughout the course. He plans to use the knowledge gained from the PDC in a project for a village back in Yemen where they will learn how to save water and care for the environment.

UCSI will also be championing sustainability through art by holding the Sarawak River Art Competition. This provides a medium for the community to express itself through various forms of art categories with the theme “Our River, Our Life”. UCSI will also be holding the MySeni art competition with the theme ‘Green City’.

Furthermore, UCSI will be creating the longest dress made up of newspaper-made hibiscus flowers in conjunction with the 62nd National Day Celebration. The event is to depict the importance of preserving the environment while delivering a strong message on the significance of unity in a culturally-diverse population.

With all these events in the pipeline, UCSI will continue to inculcate the SDGs in all its future endeavours. By doing so, it will make way for global citizens who have a broad vision on what our future should look like in terms of sustainability and how to make this a reality.



Kat Lavers collecting leaves and branches for the permaculture garden at the UCSI Alumni House.



Narsanna explaining the proper use of soil.





Fashion, Flair and Finesse



Najmuddin with his collection based on 'Tribute of Karl Lagerfeld'.

Diversity and innovation in fashion was celebrated in a big way at the Penang Fashion Week (PFW) hosted by Gurney Paragon Mall from May 3 to 5, 2019. The event featured the newest in fashion styles and the hottest trends bringing together a marvelous collection of clothes intricately and meticulously designed.

In advocating its values of creativity, authenticity, a passion for art as well as freedom of expression, UCSI University's De Institute of Creative Arts and Design (ICAD) set the stage for young and new talents to showcase their collections.

UCSI's Runway Designer Search and Born With Style Fashion Showcase saw more than RM80,000 scholarships allocated as award prizes.

The competition was open to diploma and degree fashion design graduates of fashion schools within Malaysia. Participants were required to create an evening gown based on the theme 'The Iconic Couturier Tribute of Karl Lagerfeld'.

The main objective was to discover fresh talents within the industry, and to shape them so that they will be able to sustain their business and creativity in the future.

The competition was subjected to a guideline that ensured the versatility of design and was instrumental in educating and guiding new designers to meet the international standards in the long run.

Ahmad Najmuddin Md Zaki from Universiti Teknologi Mara Seri took home the grand prize and was thankful for the unexpected win in the 'Iconic Couturier Tribute of Karl Lagerfeld' competition.

"I was inspired by his final collection, The Fall Winter 2019/20, and aspects of his personal life like his adorable cat, Choupette," said the 28-year-old designer.

Najmuddin believes his experience in Penang Fashion Week would be an excellent stepping stone, building up his portfolio for his future in the creative industry.

"When I decided to participate, I thought that if I were in the top 8, I would already be more than grateful. So I never expected that I would win and I would like to thank the organisers of Penang Fashion Week and UCSI for giving me this opportunity," said Najmuddin who intends to further his studies at UCSI University.

The second runner-up was Denise Thong, a second year UCSI student who is currently doing the BA (Hons) Fashion Design with Marketing. Surprised but happy, she realised that she still had a lot of things to learn.

"When I saw the other fashion creations laid out backstage, I instantly realised how much my horizons need broadening. This is why it was a surprise for me to win," said Denise.



Denise, second runner up in UCSI's Runway Designer Search.



Her collection was inspired by a few quotes by Karl Lagerfeld himself and one in particular is "You could never go wrong in black and white". Denise said her collection has some sparkling elements to it and this was because she believed that Karl is like a star who leads many of the designers in the world.

"He made me feel like being true to myself was the right thing to do," she added.

ICAD alumni also launched their own brands at Penang Fashion Week 2019. Zhanna Otegen from Kazakhstan, Ng Kai Ting from Malaysia, and Miko from China took centre stage and amazed the audience with their collections.

All three took the Bachelor (Hons) of Fashion Design with Marketing programme at UCSI University.

Guests at the event were transfixed by the fabulous international fashion brands as well as established and emerging designers. This year, PFW had 13 runway shows featuring some 30 collections from participating brands, including local and foreign designers.

For the first time, there was an Asean Fashion Designers' Showcase including names such as Hayden Ng, Sylvia Lim and Jennifer Neo of Singapore, Bandid Lasavong of Laos, Fadzil Hadin of Brunei, Ho Tran Da Thao of Vietnam and Lenny Agustin of Indonesia.

Also featured were Li Zhen from China, Natacha Van from Cambodia, Pat Santos from the Philippines and Pitnapat Yotinratanachai from Thailand. Completing the line-up was Malaysian Micheal Ooi.

Popular brands such as Tumi, Tory Burch, Michael Kors, Charles & Keith, Pedro and Chow Tai Fook raised the curtain at the Opening Gala on May 3.

The night also featured stunning collections of Malaysian designers Samantha Chua and Bon Zainal, as well as France-based Jonathan Liang and Hong Kong's Kev Yiu.

Besides these highlights, 11 other runway shows were lined up, starting with a session by Equator College's fashion students at 11am on May 4. This was followed by shows featuring Ecco at 1pm, P.D.T. Accessories headed by Kang Bong Seok and Liu Yong Sean at 3pm, Hush Puppies at 5pm, and a collaboration between Micheal Ooi and Hero Tai at 9pm.

The programme on May 5 featured shows by ESMOD KL at 11am, Keith Kee at 1pm, Lancaster and Journey at 5pm, then Vinstella at 7pm. The fashion week wrapped up with a show by 11-year-old designer Annabelle Tan, featuring her #Play series.

The glamorous event which brought together fashion designers from near and far was truly an enjoyable one. Their collections, unique and incorporating a tasteful blend of embedded patterns and colours, were admired and appreciated by all.

◀ One of Zhanna Otegen's (UCSI alumna from Kazakhstan) collections.

Fashion with style: ▼
A collection by UCSI alumna, Miko from China.



Recollections Of *Shanghai*

By Daria Morozova

4 QUALITY EDUCATION



10 REDUCED INEQUALITIES



If someone asks me, "What is the value of teaching abroad?", one of the first things I would tell them is that it teaches you more lessons that you actually give.

Being from Russia, I got my first "teaching abroad" experience here in Malaysia, which was rather seamless since the students here are eager to acquire as much English driven by the desire to start their courses at the University. However, when I was given the opportunity to teach in Shanghai, I asked myself whether I was ready to be flexible if a pre-planned syllabus required adjustments.

True enough, as I stepped into my classroom at Shanghai Industrial and Commercial Polytechnic (SICP), I felt a little concerned; whether the students would express any interest in my

teaching. I realised that the only way to keep the classes upbeat and interactive was to introduce the topics that were of interest to the students.

It is a well-known fact that students are typically the recipients of knowledge about a specific subject, and teachers are the suppliers. As a guest lecturer, though, I had more conversational leeway with my students. I could ask them to recommend good places to eat, or ask them what their lives are like, and it gave me a chance to learn from them.

One of the challenges I faced was how to use the newest technology – the smartphones – to the benefit of teaching. Teaching in a country that is rapidly adopting 5G technology and expecting students to forget about their favourite gadget for at least six hours a day sounded like utopia.

Technology-based activities, such as digital poster creations and video projections, motivated students to express their ideas in English.

I was glad to read their positive remarks: "I am glad to have known you for two weeks"; "My life has been filled with colour"; "It feels like time flies. There is an old Chinese saying, 'All good things must come to an end'; 'Although it is sad that you have to go, I look forward to seeing you again'; "I have learnt a lot these two weeks, and I really like the teachers and the learning atmosphere. I am very happy"; "This course is very interesting. I will continue to study English hard".

Teaching away was very useful, fruitful and fulfilling for me, and I am thankful for this opportunity.



(left to right) UCSI Group China Office Business Development director Steve Shi, Sivassanggari Tamil Selvam, Daria Morozova and Shanghai Industrial and Commercial Polytechnic International Officer Alina Chen.



Daria and Sivassanggari enjoying the sights and sounds of Shanghai.

Stepping Out Of Your Comfort Zone In

Shanghai

By Sivassanggari Tamil Selvam

We have all heard the saying, "Life begins at the end of your comfort zone". However, as creatures of routine, sometimes, the daunting prospect of venturing into the unknown makes us want to stop before we have even started.

This is because we are so used to things being done the same way. There is this little voice in our heads that speaks to our fears and inadequacies, making up excuses and giving us reasons to doubt ourselves – to put something off until later or maybe convince us that it is maybe not a good idea.

Teaching English in China has been a gateway for me. Not only was it an opportunity to do something adventurous that will ultimately change my career and life forever but also the whole experience encapsulates the notion of international exchange. Teaching abroad goes beyond visiting another country.

I was not a tourist, but an educator – a productive member of that society, contributing to the community in a positive way. Teaching overseas, to me, has been a chance to simultaneously travel to another country, gain valuable work experience, and do a little bit of good.

While teaching away was a first for me, I definitely learnt a lot more on how to effectively handle a classroom. Of course, my classroom was bustling with amazing students who were eager to learn English, but there were also students who were not the most perfectly behaved bunch I have come across. Also, there were those who were hesitant to speak for fear that their English was not good enough.

The saying "Life begins at the end of your comfort zone" makes a lot more sense now. This experience has taught me more about myself, and I have done things I never thought I was

capable of. I have learnt to take charge of my life and try something new.

We cannot expect our lives to change if we continue to live it the same way day in, day out. We cannot grow or learn new things if we do not change old habits and simply try. Fear is what keeps us in our artificial mental boundary.

So, how does teaching abroad change you as a person? Well, I have definitely become more patient, open to change, and cultivated the desire

to learn just as much as I teach. Sometimes, in the midst of a long lesson, as I observe students actively working on a task given, it strikes me – I am in a foreign country, teaching and working with great people whom I would have otherwise never met in my life.

It is a surreal feeling, and it is at times like these that you are reminded to be grateful. This experience is a stepping stone to bigger and better things, and I hope to be more outgoing and say 'yes' a lot more often to life's opportunities.



A rewarding experience: Sivassanggari teaching English to the students at SICP.

UCSI's Student Exchange Programme

Jin Young from Korea



Jin Young enjoying her time in Malaysia.

"Wow" was the first word that escaped from my mouth upon my arrival in Malaysia. My experience in Malaysia as well as in UCSI, Kuala Lumpur, as an inbound student from Korea, has been nothing less than exciting, adventurous, and eye-opening.

Experience was not the only thing I have gained. In fact, I even met a bunch of friendly people from

the university that made my journey at UCSI University a memorable one.

Other than attending classes at the Faculty of Hospitality, Tourism and Management, I was also able to go on a road trip to Melaka. My classmates and I visited A' Famosa and the Malaysian National Museum as well as the



Celebrating diversity.

Masjid! Everything was breath-taking, the heritage, the people, the sounds, etc.

Then, I took a typical tourist picture under the Twin Towers as evidence of me being a qualified tourist, and of course, as an exchange student too. Three months were definitely too short for me to appreciate the beauty of this land. I would definitely come back again!

Wong Woan Yee and Yap Bee Ei at Kyung Hee University, South Korea



Seeing the sights.

Korea is a place that we have always wanted to visit and study in. So, being students from the Faculty of Business and Information Science at UCSI, we garnered our courage and signed up for the student exchange programme in Korea realising our two goals all at once.

The weather was nice, the breeze was cold and the flowers blossomed along the road. It was everything we imagined before we boarded the plane.

I still remember how I was taken aback by the size of the university and the interior of the campus, that I was not able to stop myself from taking photos around the campus.

Other than attending classes, we visited Gyeongbukgong Palace, the official Line Shop, Namsan Tower in Seoul, wore Hanbok, and our Korean classmates invited us to a special karaoke session.



More sights in the city.

The student exchange programme trained me to be independent and responsible. It was a life-changing experience because how else would you be able to enjoy the life of a student with the opportunity to realise your dreams in a country that you have always wanted to visit?

Lim Ming Ern at University of Essex, UK



An experience to remember.

The thought of studying abroad has always been a dream to me. Little did I know I would have the opportunity to study in UK, especially in the University of Essex, a university that was awarded as University Of The Year 2018!

As a student from the Faculty of Social Sciences and Liberal Arts at UCSI, the experience in UK was life-changing, the size of the campus and the weather, the people, everything was different.

Imagine the excitement of the cool breeze on your face and walking down the road paved with dried fallen autumn leaves.

It was hard for us to believe that we were so far away from home that we started getting a little homesick on the second week but all was good when we started to go on trips to visit the places of attraction in Essex. The most important part is that we made it to those places all by ourselves!



A day in Essex.

This is something we would not get to do back in Malaysia or when we are travelling with our family.

All in all, this experience has taught me to be grateful and independent. I can proudly tell you that through this programme, I have completely gotten myself out of my comfort zone and in one way or another, enhanced my experience as a student and as a person.

Tan Sri Dr Omar Harmony Award

The Harmony Award is instituted by UCSI University to recognise students' activities that promote cohesion and harmony among the student community, or between the student and the wider community of different racial, ethnic, religious and cultural backgrounds. It promotes awareness and understanding of our national heritage and the unifying value system based on respect, trust, transparency, tolerance and accommodation.

If you have ideas that empower the underprivileged, galvanise society or champion a social issue, we want to hear from you.



AWARDS

- | | |
|-----------------------|-------------------------------|
| 1 st PRIZE | (RM 1,000 cash + Certificate) |
| 2 nd PRIZE | (RM 600 + Certificate) |
| 3 rd PRIZE | (RM 400 + Certificate) |

For more information, please contact:

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3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



GOING GLOBAL



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



A sustainable environment is essential for everyone. Thus, the agenda of people across the globe should be to implement, initiate and inculcate this. In maintaining the environment, a lot can be done. Rising issues such as food waste, less green areas and other world-wide concerns are important topics for us to discuss as global citizens.

17th July 2019 was a day to be remembered as UCSI University held its SDG Global Engagement Day with visits from 108 students together with eight lecturers from Temasek Polytechnic, Singapore and 30 refugee students from Ruth Education Centre (REC).

The event was divided into two sessions in which the morning session focused on waste management and recycling while the evening session focused on providing quality education for the refugees in relation to the Sustainable Development Goals (SDG).

The event was held at the Multi-Purpose Hall, Level 4, Block A, UCSI University Kuala Lumpur and highlighted Global Studies as a compulsory subject currently taken by all Temasek Polytechnic students. It is envisioned that this subject will also be implemented in the syllabus at UCSI and other universities in the nation.

UCSI students explained in detail about the projects currently being carried out in terms of giving back to the community and their commitment to the UN SDGs. They described that exposure to social and environmental issues was the first step in their contribution. Then, comes experience which is divided into volunteering and project management.

Dealing specifically with SDG 3 – Good Health and Well-Being and SDG 10 – Reduced Inequalities, these projects bring to light the



Lecturers from Temasek Polytechnic including Siew Yong Pau (third from left), Mon Refugee Centre director Nai Thy Wonna (third from right), Ruth Education Centre founder Michael Moey (second from right) and Norani Abu Bakar (first from right).

plight of those who are marginalised and deserving of better opportunities when it comes to income, education and a better overall quality of life.

One of the projects was MindFlu, a programme dedicated to the awareness of those with mental illnesses. Another project was Walk For Joy, a special demonstration of love for those with disabilities. Dynamic Youth is yet another project which empowers the underprivileged through football.

Temasek Polytechnic School of Applied Science senior lecturer Siew Yong Pau indicated that this visit could be a chance for the students to interact and network better between the two countries.

“By sending these students to visit other countries, they will broaden their horizons on how to manage waste or recycle,” he said.

“I am very satisfied with this visit as before this the students were only restricted to Singapore; but not today. I also believe that the students have learnt some of the benefits and usage of the waste that we produce everyday through projects

by UCSI University and Temasek Polytechnic students,” he added.

UCSI SDG Secretariat executive director, Norani Abu Bakar reiterated the point that SDGs should be a global agenda and this visit reflected the cross-cultural projects done by students which will help them learn more about different cultural norms and values.

“This visit can be a stepping stone for UCSI University in creating chances for the students from Temasek Polytechnic to further their studies here and in return, students from UCSI University can learn more about the Global Studies subject, a compulsory subject for Temasek Polytechnic students,” she said.

The evening session started with a presentation from the United Nations High Commission for Refugees (UNHCR) Education Unit officer, Lim Jia Ying. She said as of June 2019, there were a total of 175,760 refugees currently in Malaysia. Furthermore, she discussed the differences, challenges and what could be done at our end to help the refugees.

The session included a group of students drawing according to the theme “Together We



Performance by the Ruth Education Centre choir made up of refugee students led by founder, Michael Moey.

Shape the Future for Inclusive and Quality Education”.

A Diploma in Chemical Engineering student from Temasek Polytechnic, Nur Aini Saiful Shahrin, said that this visit made her feel thankful as she got to engage with the refugee students in her group.

“This visit has increased my knowledge and provided more opportunities for me to give these refugees an equal level of education,” she said.

In addition, she also mentioned that UCSI University has helped her to have the same aim in contributing back to the people especially the refugees who are less fortunate in terms of getting education.

Muhammad Noor Rizzuan, also pursuing the same programme, expressed that this visit made him more aware of different organisations actively helping the society, especially refugees.

“I hope that more refugees get better access to higher education so that they have the chance to contribute back to their countries,” he said.

Representing REC, Michael Moey stated that the refugees particularly in Malaysia are often oppressed since they are the minority in the country and it is the job of the refugee learning centres to develop them spiritually, academically and vocationally.

“I am thankful to UCSI University because this platform has developed the need among the students to respect and be concerned for

refugees not only in school but also in the University. I also believe that this visit has promoted friendships among the students apart from nurturing them to have more confidence,” he added.

The event was also attended by EL-SHADDAL Centre Bhd academic director, Dr Ng Oi Leng and Mon Refugee Organisation director, Nai Thy Wanna.

To conclude the event, UCSI University’s Group Corporate Affairs Vice-President, Leong Sat Sing gave the closing remarks and announced the best artwork by the students. A group photo of the Temasek Polytechnic students and lecturers, organisation representatives and the refugee students from REC were taken before the event ended.



A group shot of the participants at the UCSI SDG Global Engagement Day.

People, Planet and Peace ELE Track



In light of UCSI’s SDG initiatives, it will be implementing the People, Planet and Peace (3Ps) ELE Track, which will give the opportunity for students to gain additional ELE points while incorporating sustainable practices in their daily lives.

ELE (Extra-Curricular Learning Experience) points are awarded to UCSI students based on their participation in extra-curricular activities which provide them with invaluable learning opportunities to increase competencies and self-confidence. These points can then contribute to academic credits in their respective programmes. Still in the pipeline, while the 3Ps Track is not compulsory, a certificate may be issued upon its successful completion.

Students can choose from different tracks to get their ELE points, namely the Peace and People Track as well as the Peace and Planet Track. The highlight of these tracks are the promotion of peace and harmony among people and of sustainable living on the planet. All students are also required to take the SDG Awareness Quiz to reinforce their learning on SDGs.

The Peace and People Track started off with the Peace and Unity in Diversity Workshop which saw eight UCSI lecturers and staff attending. Some will go on to become trainers or facilitators of upcoming workshops.

The first Peace and Unity workshop for students held on July 25 and 26 at the UCSI University Alumni House had a target number of 25 participants. The other important and related events will be the SDG Youth Summit and the Tan Sri Omar Harmony Award.

As for the Peace and Planet Track, it will include an introduction to permaculture. This will be implemented as part of UCSI’s Green Up initiative through the Permaculture Design Course (PDC) that was first conducted in June 2019. The Course was opened to the public and there were 23 participants, eight of whom have volunteered to help design future permaculture sites at UCSI College and UCSI University.

The PDC June 2019 also promoted inclusive education, under SDG 4 - Quality Education, by offering scholarships to refugees to participate in

this Course. During the Course, 15 students from UCSI College attended a four-hour workshop and experiential learning session with Rosemary Morrow from Australia, the lead trainer for this PDC.

One of the key activities for Peace and Planet will be tree planting for every UCSI University student. This programme is also made possible with the support of Team Selangor of the Selangor Chief Minister’s Office. With this implementation, UCSI University becomes the first university in Malaysia that makes tree planting compulsory. The second activity is the building up of the permaculture site under the guidance of the PDC cohort June 2019 volunteers.

UCSI’s drive to align its sustainability efforts with the SDGs has never been stronger and its future never been brighter. All our current and future initiatives signify that we are well on our way to a live out our sustainability slogan, “Together, We Shape the Future”.



RCE Kuching Youth Ambassadors



UCSI Community Garden student volunteers.

-Photo courtesy of Ting Nyik Eing [SAA Sarawak Campus]-

The RCE Youth Ambassadors (YAs) Programme, consisting of UCSI University students, was established in September 2018 by UCSI's Regional Centre of Expertise (RCE) Kuching.

UCSI gained the recognition as a Regional Centre of Expertise (RCE) Kuching by the United Nations University (UNU) – the academic and research arm of the UN.

The programme serves as a conduit through which links can be made with other universities, non-governmental organisations, community social organisations and the general public, especially the youth.

"It is our hope that the activities and projects we carry out through this programme will act as a wake-up call for ourselves and other universities around Kuching to champion the cause of saving our natural environment", said YAs president, Ulysses Ong.

Since their inauguration, the YAs have been actively engaged in RCE projects, recruitment efforts and workshops to gain more expertise in the implementation of education for sustainable development.

One such initiative was the UCSI Community Garden where the participants could learn about sustainable consumption and production.

Additionally, WarmingUp, an RCE Kuching stakeholder which specialises in waste management, conducted a workshop entitled "How a Simple Mindset Shift Can Save the Planet" at UCSI University's Sarawak Campus.

Jeff Wee, WarmingUp founder, revealed the many ways everyone can be part of making UCSI

a successful Eco-Campus. The YAs were encouraged to lead the way in being eco-sensitive and eco-savvy.

They were empowered to show others how to properly segregate waste, recycle and use organic waste for composting; how to stop using single-use plastic and styrofoam cups, plates, utensils and straws; and how to stop wasting electricity and water.

The YAs also participated in the EatUp Festival Public Outreach Programme, conducted in Padawan, near Kuching from March 16-17, 2019.

This event was jointly organised by the Padawan Municipal Council and WarmingUp in collaboration with the UCSI University Sarawak Campus' Gastronomy Club and Sarawak Energy Bhd.

The EatUp Festival was an event designed to raise awareness of food wastage in the Padawan area, and to empower the community to change their wasteful habits.

The second aim was to bring various volunteers, government bodies, NGOs, businesses, and culinary professionals together to establish a spirit of cooperation and altruism as they embarked on a public outreach programme.

The third aim of this festival was to educate the Padawan students on current food wastage issues in their schools as well as some sustainable green options, encouraging them to become catalysts toward reducing food waste in their school canteens.

The YAs also spoke to the public about sustainability literacy and shared the various

-Photo courtesy of Tay Yuan Tak, BA (Hons) Commerce-



Q and A Session at the RCE Kuching Youth Ambassadors Workshop: (left to right) Associate Professor Dr Yeong Siew Wei and Mukvinder Sandhu.



RCE Kuching Youth Ambassadors group photo.

RCE Kuching projects covering SDG4 - Quality Education, SDG6 - Clean Water and Sanitation, SDG11 - Sustainable Cities and Communities, SDG12 - Responsible Consumption and Production, and SDG 15 - Life on Land.

With the help of their advisor, Associate Professor Dr Yeong Siew Wei, the RCE YAs conducted The RCE Kuching Workshop held on April 10, 2019. The purpose was to bring together UCSI students keen on learning more about the Sustainable Development Goals (SDGs), to play a role in bringing positive change to the university and the Kuching community at large.

During the workshop, Nur Aida from the Natural Resources and Environment Board spoke to the YAs about education for sustainable development. Nurulliza Binti Murtada from the Sarawak Diversity Centre explained the process of maintaining sustainability in our natural environment and Hubert Ngo from the Junior

Chamber International Kuching outlined the practical steps to take for successful event management.

RCE Kuching chairperson, Associate Professor Dr Yeong Siew Wei and RCE Youth Ambassador Programme advisor, delivered an address discussing the role of universities in relation to the SDGs.

She explained to the YAs that they are the powerhouse behind many of the RCE initiatives as they are the bridge between the community and the university. Her words both challenged and inspired the YAs to move forward and improve the city.

UCSI University Sarawak Campus COO and RCE Kuching Vice-Chairperson Mukvinder Sandhu reinforced the underpinning rationale of the RCE Youth Ambassador Programme by saying: "RCE

Kuching is committed to working with youth in getting the message on sustainability out to other youth and whole communities."

"We are looking forward to working with these energetic, passionate and innovative young adults who want to join platforms such as RCE Kuching to allow them to be empowered to be future leaders on sustainability," she added.

On behalf of the RCE YAs, Ulysses Ong stated, "We believe that this workshop is a stepping stone toward reaching our goal of working for and with the natural environment to ensure a bright and healthy future for Kuching".

Harnessing the unique strengths and skills of the RCE Kuching Youth Ambassadors, the University aims to bring about transformative education throughout Kuching and beyond as they continue to translate global initiatives such as SDGs into the local context.



Youth Ambassadors at the RCE Kuching EatUp Festival booth.

Nicole Kew Chin Yee

BA (Hons) Mass Communications, graduated 2010



Nicole Kew is operating three businesses concurrently: Seventh Heaven - Essential Oil, Beauty Bar - Mobile Spa and Artistic Beauty Academy - Spa and Facials. Her ventures keep her busy but she is still an avid traveler, having been to 15 countries so far. She intends to broaden her horizons even further before 'calling it quits' in this life. To her, life is a wondrous thing, full of miracles and beauty. This positive outlook has made her who she is today and she has UCSI to thank.

In this column, the UCSI Gazette catches up with alumni and finds out what they have been doing since graduation. Some, we find, are pursuing their dream careers; others are furthering their studies and many are pursuing their passions in various endeavours that benefit the community. In this issue, we had the opportunity to catch up with Nicole Kew, a BA (Hons) Mass Communication graduate who is doing what she loves.

How is your current position related to what you were studying in UCSI?

I think Mass Communications is what keeps my businesses running. If not, I would be jumping through even more hoops - hopelessly. As Mass Communications is the study of how people exchange information through mass media, it gives me a bit of an edge as I can sort of predict what people want. Understanding the mass media allows me to use my knowledge that I learnt in UCSI to create awareness of my brands to a wider audience through social media like Facebook and Instagram.

What made you choose your programme at UCSI?

I realise now that I fall more into the category of the slightly artsy and creative type. I started off in Business Administration but I kept failing Accounting. My second time around back in University, I chose Mass Communications and have not looked back since. Given a choice to go back in time, I wouldn't have done it any other way.

What excites you most about your field (Mass Communications)?

I liked the fact that I get to make connections with people who are like-minded who also like being in the media. It's like growing up with a bunch of celebrities. You just don't know who's going to become somebody and you get to learn so much from all these interesting characters that you see every day in class. 10 years later and boom! You see them on TV or on stage and you go like, yeah I know that person!

Did you know you were going to study this since young or was it something you discovered only later?

Honestly, I didn't know I was going to study this. I have always been shy and a bit of a loner. But I was a fan of the stage. I guess I had the characteristics to shine and I have always loved watching entertainment, especially MTV. Mass Communications give a lot of people the perception that you are loud and outspoken as a person in the first place. But studying Mass Communications, did shape me to become that type of person. I became more outspoken and because we constantly had to do presentations, I realised after a while that I had a knack for presenting. I am grateful for those years in UCSI that has shaped me to become who I am today.

What particular aspect of Mass Communication did you enjoy?

I genuinely enjoyed the course itself. I liked learning how to write in a seductive way that appeals to audiences, and learning about the media and how it works. I enjoyed the fact that it covered a little bit about everything from taking beautiful photographs to public speaking.

Tell us about your experience studying at UCSI.

Studying in UCSI was actually a real challenge for me, as I had to study on weekdays and work on weekends. It was a constant uphill battle but it was so worth it. I can't emphasise enough on the value of getting a degree. It's the first step to getting into big corporations. But after you get through that front door, it's really up to you what you want to do next. Your dedication, hard work and smarts will push you even further up the ladder of success.

Tell us about your work experiences.

I started my first job at Red FM as a publicist and started rubbing shoulders with radio personalities and stars. I also got my first taste of writing for a newspaper, The Star. I went on to try my hand at copywriting and writing for ads after that but I got told my words were too flowery. Next, I worked at Malaysian Tatler and sold ads to top management. After that, I went into Client Servicing and then Real Estate. My last job was selling motivational courses before I decided that I would like to come out on my own for good.

What are your future ambitions?

I wish to take my three businesses to greater heights and let more people know about us. All three of my businesses consist of making people more beautiful and making them feel relaxed. I feel like I am doing my part in helping people look great and feel confident as well. It's a win-win situation.

Your advice to UCSI students in the same field?

Work hard and play harder. Life is too short to be too serious. And also what you think you want to be, you will become!



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T: 03-2726 1000 F: 03-2726 1001

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Developer: GLM Emerald Hills (Cheras) Sdn Bhd (747083-T) | Address: Level 13, Wisma Guocoland, Damansara City, No. 6, Jalan Damanlela, Bukit Damansara, 50490 Kuala Lumpur | Type: Condominium | Developer's License: 14068-1/09-2019/02773 (L) | Validity: 21/09/2018 - 20/09/2019 | Advertising & Sales Permit No.: 14068-1/09-2019/02773 (P) | Validity: 21/09/2018 - 20/09/2019 | Approving Authority: Dewan Bandaraya Kuala Lumpur | Building Plan Approval No.: BP S2 OSC 2017 2252 | Tenure: Freehold | Expected Date of Completion: 48 Months from Date of SPA (June 2022) | Land Encumbrances: CIMB Bank Berhad | Total Units: 592 | Price: RM640,888 (Min) - RM1,125,888 (Max) | Bumiputera Discount: 5% | Restriction in Interest: Nil

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