

THE UCSI GAZETTE

THE UNIVERSITY MAGAZINE

**UCSI UNIVERSITY
RECOGNISED BY
UNITED NATIONS
UNIVERSITY**

**RCE SYMPOSIUM
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Spreading The Peace

There is no one religion that accepts violence as the way forward in solving a crisis, religious leaders said at a recent forum on peace held at UCSI University.

The leaders representing the Muslim, Hindu, Buddhist and Christian groups unanimously agreed that violence stemmed only from misinterpreting the teachings by each religion.

"Living in a multi-racial and multi-ethnic country like Malaysia, it is evident that violence is not rooted from religion because if it is, you would be seeing a number of racial riots happening across the country," said Muslim Youth Movement Of Malaysia (Abim) president Mohamad Raimi Abdul Rahim when presenting his speech at the forum entitled "Come Spread The Peace" on September 20.

Touching on the Quran, Mohamad Raimi explained that nowhere in the Holy Book did it preach on violence or hatred for any living being.

"To me, I feel that Malaysia is an exemplary model to other nations in promoting peace, harmony, and unity among one another as we have been living peacefully in a close-knitted community since 1957," Mohamad Raimi said, referring to the nation's Independence Day.

The forum was held in conjunction with the United Nation's International Peace Day as the university strives towards achieving two targets under the Sustainable Development Goals (SDGs), namely SDG 16 (Peace, Justice, and Strong Institution) and SDG 17 (Partnership for the Goals).

Buddhist Missionary Society Malaysia project manager Thai Ming Yeow asserted that those who spread hatred or violence through religion are those who made use of religion ostensibly for their own personal gain.



(from left to right) Malaysian Hindu Sangam executive secretary Nagarane M, Muslim Youth Movement Of Malaysia (Abim) president Mohamad Raimi Abdul Rahim, Buddhist Missionary Society Malaysia project manager Thai Ming Yeow, Muslim Youth Movement Of Malaysia (Abim) vice president Ahmad Fahmi Mohd Samsudin (moderator) and Kairos Dialogue Network's Reverend Dr Sivin Kit.

"If you look at each religion and study their teachings, you will come to understand that there is no single religion that supports violence.

"And violence, in the name of religion, has existed thousands of years ago.

"From here, one can only sum up that these people who use religion in the name of violence are people who want something for themselves," he said.

Kairos Dialogue Network's Reverend Dr Sivin Kit and Malaysian Hindu Sangam executive secretary Nagarane M were the other speakers at the UCSI University's inaugural talk on peace involving religious groups.

On Malaysia and its current stand towards achieving SDG16 and SDG17, Reverend Sivin Kit said the country was still at a preliminary stage.

"By preliminary, I mean there is still room for improvement.

"There have actually been several collaborations among interfaith groups in the past.

"An example I could give is the candlelight vigil comprising of several interfaith groups for the missing pastor Raymond Koh last year.

"Thus, I want to stress here that I want to convert Malaysians... convert all of you to become peace ambassadors," he said.

A 'Peace and Unity' blood donation drive took place all day from 10am to 5pm, while the #DripSomethingNice blood donation campaign began at 10.30am to 11.30am in collaboration with Zubedy Sdn Bhd and various religious clerics representing Islam, Buddhism, Hinduism and Christianity. This programme particularly aimed to send the message that all of us have the same blood despite our race, religion, and culture.

Also part of the event, a heart-warming video by Celcom was played for the students to reflect on. The main message was that there is no need to judge a person's character by their

race; for we are all human beings and we should come together as one.

A meaningful sharing session was carried out by the students of different societies. The first presentation was by Yemeni Student Club president who talked about his culture and country. He imagined a world that is united and one that is peaceful. He ended his speech by asking everyone to pray for peace.

The next presenter was from the UCSI University's Christian Fellowship who shared her thoughts on peace based on the Bible.

The final and most heart-warming presentation was by a student who shared her experience of converting to another religion (Buddhism to Christianity) and making peace with her family and friends.

Joanna De Leon, a Filipino intern here at UCSI University, talked about Malawi city for instance, where its people's hopes and dreams were destroyed by ISIS in a recent war.

"If you want to kill a man, kill his dream," she said, referring to many in her own hometown who were left broken with despair. So, she hopes everyone will start having peace within themselves and become the peace they want to see in others.

UCSI University Group Corporate Affairs vice president Leong Sat Sing thanked the religious leaders for putting up a meaningful forum.

"UCSI University always strives to educate students in areas of national need to shape a better community. As a higher education institution that practices and teaches the students and staff to embrace different cultures and beliefs, this event is one of our major efforts," he said.



Sharing session by the Yemeni Student Club president.

"We want to provide a platform for everyone to share their thoughts and opinions on how to understand each other better because despite differences in our outward appearances, we are all human.

"In UCSI, 30 percent are international students so we hope they will be impacted and bring the positive change back to their home countries," he said, adding how there are several students from UCSI University who come from war-torn countries and how this forum will help shed some light on peace, empathy, and unity," he added.

The essential part of humanity from the beginning has been religion and today, it is the essential part of our aspirations for a peaceful future. Our ability to bridge religious divides is going to be an essential skill that we are going to need in this next century.



UCSI student sharing her personal experience of converting religions.

The forum was an enlightening one as representatives from various religious and cultural groups came together to talk about the common ground that we share instead of focusing on our differences and things that separate us.



Doing their part: Students at the blood donation drive.



The audience discovers more about bridging the gap among various religions.

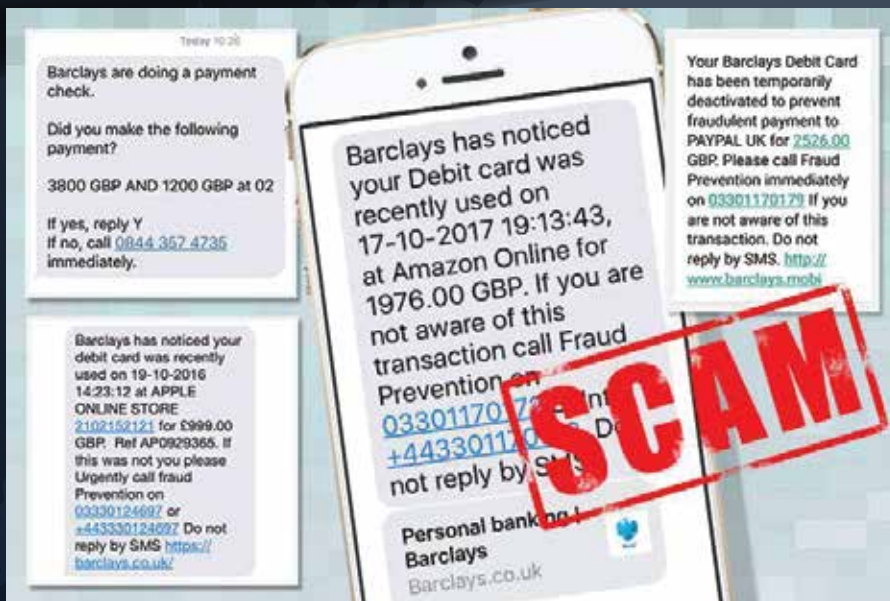
SCAM ALERT!

By Deivigarani Krishna
UCSI Group Legal Office

CAUTION
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CAUTION

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CAUTION



A scam is an activity which involves making money illegally. These people are known as 'scammers'.

There are different types of scams out there. It is good to be aware of these different scams so that you can avoid them.

The first type of scam attempts to gain your personal information using 'sneaky' approaches. For instance, hacking occurs when a scammer breaks into your computer, mobile device or network without permission.

Identity theft is a type of fraud that involves using someone else's identity to steal money or gain other benefits. Phishing is the fraudulent attempt to obtain sensitive information such as your bank account numbers, passwords and credit card numbers.

The second type of scam involves dating and romance. Scammers will go to great lengths to gain your interest and trust, such as showering you with loving words, sharing 'personal information' and even sending you gifts. Once they have gained your trust, they will ask you for money, gifts or your banking/credit card details.

The other type of scam involves fake investments, unexpected money such as a rebate or reimbursement from the government, a bank or trusted organisation (e.g. LHDN).

Unexpected winnings - these scams try to trick you into giving money upfront or your personal information in order to receive a prize from a lottery or competition that you never entered. Example are scratch and win competitions, unexpected prizes and lotteries or travel prize scams.



Finally, the last scam involves fake calls including those from the PDRM – pretending to be police officers or from the court – fake court summons or fake lawsuits.

There are several ways to protect yourself from being victimised: Do online searches; don't believe your caller ID; talk to someone about the scams; hang up on robocalls; don't pay upfront for a promise and, of course, make a police report.



Second Women In SCIENCE Forum 2018



UCSI University Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff giving a token of appreciation to OWSD president Professor Dr Lim Yang Mooi.

According to data from the Unesco Institute for Statistics, less than 30% of the world's researchers are women. Women seem to suffer from a 'leaky pipeline' phenomenon that sees them drop out of scientific careers at a higher rate than men do; a career-building problem faced in all areas.

Boosting their numbers in scientific laboratories will take significantly more than merely convincing women of science's "cool" factor and career viability.

"In Malaysia, the Labour Force Survey 2016 demonstrated that women make up 79.7% of human health and social professionals, and 48.6% of professional, scientific and technical professions. However, women are still under-represented in the higher echelons of management," said UCSI University's Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff.

Hence, the Second Women In Science Forum 2018 was held to celebrate and highlight the presence and accomplishments of women in science.

Organised by UCSI University's Faculty of Applied Sciences in collaboration with the Organisation For Women In Science For The Developing World, Malaysian Chapter and the Malaysian Society for Biochemistry and Molecular Biology, the forum was intended as a platform for women to share strengths, talents, and experience and to foster an environment which supports their professional and personal development.

Sponsored by CLMO Technology Sdn Bhd L'Oreal Malaysia, Yakult Malaysia and Menorah Enterprise, the Women In Science Forum featured five celebrated speakers from various scientific backgrounds.

The speakers were USM Vice-Chancellor Professor Datuk Dr Asma Ismail, Universiti Malaya's Institute of Biological Sciences Professor Dr Phang Siew Moi, MAHSA University's Faculty of Engineering and Information Technology Professor Ir Dr Leong Wai Yie, UCSI's Faculty of Applied Sciences Professor Dr Minalini Kandiah and Universiti Putra Malaysia's Faculty of Medicine and Health Sciences Associate Professor Dr Sharmili Vidyadaran.

The speakers all tackled an assortment of issues, mainly on how to achieve success in science-based careers, excel in their respective fields of interest, portray a charismatic brand of leadership and at the same time balance their careers and family commitments.



USM Vice-Chancellor Professor Datuk Dr Asma Ismail talking on 'Challenges Faced by Women in Taking up Leadership Roles'.

"The Organisation for Women in Science for the Developing World, Malaysian Chapter (OWSD) should be congratulated for taking steps to address these issues," said Senior Professor Khalid.

"They have been conducting activities such as workshops, forums, scientific writing workshops and community outreach programmes in strengthening the woman's role in the development of our nation and promoting women in scientific and technological leadership in Malaysia," he added.



UCSI's Faculty of Applied Sciences Professor Dr Minalini Kandiah speaking about 'Women Nutritionists: Bringing Science to the Table'.

Thus, in keeping with SDG 5 (Gender Equality), women everywhere must have equal rights and opportunities and be able to live free of discrimination. It is imperative to ensure that women have full and effective participation as well as equal opportunities for leadership at all levels of decision-making in political, economic and public life, which includes the world of scientific research and beyond.

Even in pre-SDG years the world of science has had an emergence of important luminaries such as Marie Curie, Barbara McClintock and Rosalind Franklin. Imagine the amount of brilliance that could be harnessed if the targets and goals were properly implemented.

Thus, the forum was successful in highlighting the achievements of women in the field of science while encouraging them to make their mark in the future and providing them with an avenue to voice out their opinions.



Prof Ooi Receives Prestigious MRSA Award

Prof Ooi Does It Again



Prof Ooi with Secretary-General of the Ministry of Education, Dato' Dr Mohd Gazali Abas.

UCSI's Faculty of Business and Information Science (FoBIS) dean Professor Dr Ooi Keng Boon topped his list of awards and accolades by receiving the Malaysia's Research Star Award (MRSA) by the Ministry of Education under the Top Peer Reviewer category from Clarivate Analytics.

Having recently received the 2018 Publons Peer Review Award in which he was listed among the World's Top 1% of Reviewers in the field of 'Social Sciences, General', this new conferment truly reflects and embodies his ardent efforts and contributions to research in his field on a much grander scale.

Although being a reviewer is completely on a voluntary basis and generally there are no incentives given to reviewers, for Prof Ooi, being asked to review a research manuscript is widely regarded as a recognition of "peer esteem and prestige."

"Personally and academically, I feel proud of this achievement as I was asked to review quite a number of research manuscripts by different editor-in-chiefs from various journals," said Prof Ooi.

"I would like to thank UCSI for offering a great working culture in which my colleagues are extremely helpful in my busy daily tasks as a dean and therefore I could devote some of my

time to complete the review tasks assigned to me.

"To FoBIS and UCSI as a whole, this award of mine, means that the IPTS can be on par with the IPTA in terms of research while we pursue teaching excellence at the same time.

"I always believe that being an academician excelling in teaching and research could be another possible career pathway for our students instead of working in the commercial lines, so I would also like to take this opportunity to encourage the students to consider this career pathway," he added.

The auspicious awards ceremony held at Hotel Sama Sama in Sepang was attended by Director-General of Higher Education, Datin Dr Siti Hamisah Tapsir, Secretary-General of the Ministry of Education, Dato' Dr Mohd Gazali Abas and Clarivate Analytics Head of Australia and Southeast Asia vice president, Jeroen Prinsen.

"The Ministry always recognises researchers and scientists who are able to compete globally. Malaysia's Research Star Award, which was initiated in 2015 is one of the highest recognitions of Malaysian elite researchers who

have produced high-impact articles in international journals," said Dr Mohd Gazali.

"This recognition is more meaningful as it is a third party recognition by Clarivate Analytics and Elsevier. The efforts taken by these two agencies to evaluate the quality of scientific writing of our researchers at the world level for the fourth consecutive time are really appreciated. Congratulations to the Malaysia's Research Star Award recipients this year," he added.

In his speech, Dr Mohd Gazali also urged Malaysian researchers to continue producing quality research and innovation as well as to demonstrate the competence of managing local scholarly publications. This is to achieve an international level of quality with the spirit and determination to uplift Malaysia's best publications and research to the world.

The awards ceremony saw a total of 32 Malaysian university researchers recognised by both Clarivate Analytics and Elsevier. The data used for conferring the awards was based on the citation of research articles published in journals indexed in Web of Science by Clarivate Analytics and Scopus by Elsevier.



Prof Ooi takes a moment with Director-General of Higher Education, Datin Dr Siti Hamisah Tapsir.

MY150Rossini Celebration



A token of appreciation for Tutti and the KL City Opera Male Chorus.

It was the kind of evening opera lovers would cherish and be dazzled by.

In collaboration with the Italian Embassy in Kuala Lumpur, the prestigious Rossini Opera Festival of Pesaro and the Kuala Lumpur City Opera, a concert was conducted to celebrate Italian operatic genius Gioachino Rossini by enchanting the audience with 15 masterful pieces.

The concert themed, MY150RossiniCelebration, was held at UCSI University's recital hall and was watched by an adoring crowd of more than a hundred people, consisting of dignitaries and invited guests.

"We are certain that with Rossini's legacy, Italian music and the opera will become more popular in Malaysia as they have in other Asian countries, as seen in the increasing number of Asian opera singers and performers," said Cristiano Maggipinto, the Italian Ambassador to Malaysia.

A huge round of applause filled the recital hall as Tutti and the KL City Opera Male Chorus belted the eminent "Il barbiere di Siviglia sestetto" or "The Useless Precaution", which had a witty and lively score that lightened the mood all through the night.

Following that, the KL City Opera Male Chorus took centre stage and harmonised to "Viva, viva, il flagel delle donne" or "We Salute You, Oh Master of Women."

Finally, Tutti and the KL City Opera Male Chorus serenaded the audience with Rossini's Finale Atto 1 "Pria di divider" or the "Final of the Divider"; sealing the night with a mesmerising set for the audience to remember as they left the hall.

To commemorate the 150th anniversary of Rossini's death, the renowned Japanese mezzo-soprano Aya Wakizono and pianist Elisa Cerri from Accademia Rossiniana were invited to perform in Malaysia.

They shared the night with seven of our very own local talents who were sopranos Jane Soong and Yeoh Ker Ker, UCSI alumna and mezzo-soprano Lim Yee Fen, tenor Yap Jin Hin, baritone Samuel Lim and finally, bass baritones Chin Yun Chieh and Mak Chi Hoe.



Yap Jin Hin, a tenor singer, taking centre stage with KL City Opera Male Chorus as they mesmerise the audience with "Sì, ritrovala io giuro".

Hosting the concert, UCSI University's long-standing tradition in music through its Institute of Music, also known as IMus, has promoted music education in Malaysia for more than 28 years. Through the likes of genius composers such as Rossini, UCSI aims to work on the nuances that elevate the ordinary to exceptional.

Starting off with only three students in 1990, IMus is now recognised as one of the world's top 100 music schools in the QS World University Rankings by Subject 2018.

Around 800 students have graduated from IMus and its long list of successful alumni includes Dr Joanne Yeoh, an acclaimed violinist, performer and academic; Dennis Lau, a popular performer, recording artist and talent manager; Onn San, an award-winning composer and music director; as well as Quek



The performers taking it all in.

Shio Yee, a singer who is quickly rising up the Taiwanese music charts.

"I am gratified to note that UCSI's music students also collaborate with the crème de la crème in the music industry, enjoying opportunities to perform with the Malaysian Philharmonic Orchestra, as well as alongside world-renowned conductors like Benjamin Zander and Andreas Delfs," said UCSI's Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff.

In Europe, the chances of someone not ever hearing a piece of music composed by Rossini are very slim. Today, so much of his music has been popularised in movies, TV, advertising campaigns and so on; people almost can't tell the difference between Mozart and Rossini anymore. Rossini would have appreciated the fact that his music is performed in so many different countries and currently represents a natural bridge between different cultures.



The ever bashful and humble Aya Wakizono.

Photos courtesy of Ethan Ong, EO Studio and KL City Opera

The FRGS Recipients

Faculty of Applied Sciences



A Proud Moment: (from left to right) Assistant Professor Dr Wong Chen Wai, Assistant Professor Dr Satvinder Kaur and Associate Professor Dr Nyam Kar Lin.

My background is in nutrition and community health. I have always loved food since I was young and the science behind its role in human health. I am a firm believer in 'you are what you eat', even before being a nutritionist.

Skills can always be learned but not passion. Passion is what drives you to be successful in your field.

Nutrition health is a much sought-after field today due to the rise in obesity and non-communicable chronic diseases such as diabetes and cardiovascular diseases. I believe nutrition is a field whereby benefits are both professional and personal and one can leverage on both.

I am keen to understand the role of the human biological clock in pregnant women and its association with their infants' birth outcomes. This is after learning that maternal nutrition has a role to play in infant's birth outcome from my previous research work. As such, I would

like to explore the role that circadian rhythm has with lifestyle habits and nutritional health and how it extends to infants.

UCSI has provided me a suitable platform to pursue my research work. I believe the opportunity to be given this grant would enable me as an academician to pursue my research interest and hopefully it could contribute to the advancement of science and human health.

Seeing peers do well in research would most definitely encourage others. It's some sort of motivation. Perhaps through my sharing in class on my research interest and journey, it would encourage nutrition students to be more engaged in the research field - especially in something that's of current interest such as the role of circadian rhythm in nutritional health.

The keys to success in any field are determination and passion.



Assistant Professor Dr Satvinder Kaur

My areas of expertise are fats and oils chemistry and technology, lipid nanotechnology, microencapsulation and green extraction technologies.

I am actively involved in various R&D projects, such as the extraction of various functional lipids from plant resources, development of spray dried functional lipids as well as food processing in ultrasonic and supercritical fluid extraction technologies. Besides, I am also involved in *in vitro* and *in vivo* studies, and development of functional foods.

I chose this field because the demand for fats and oils has been growing and is likely to continue due to the world's rapid population growth and rising living standards across wide sections of the emerging markets. Driven by the increasing consumption of high-quality edible oils for everyday food and the growing demands from the pharmaceutical and chemical industries, the market is developing its momentum. World consumption of oils and fats has grown steadily during the last 25 years.

To be successful in this field, one must be independent; be a critical thinker; be good in problem solving; contribute as a professional; and take initiative.

My PhD focused on Enzyme and Food Biotechnology which involved using enzymes to convert starch into resistant starch. As a food additive, resistant starch has the potential to reduce caloric intake and prevent obesity. The current FRGS grant is a shift from my previous work on starch to current work on cellulose.

I have always been interested in nutrition and healthy living, and biotechnology seems to be a good tool for enhancing the food we eat.

As a lecturer, I always ensure my students are equipped with the necessary skills and possess the right attitude. The right attitude allows graduates to bring out their full potential and build successful careers in any industry or endeavour they choose.

Leucaena leucocephala, known locally as petai belalang, is an invasive tree species which is growing rampantly in open areas in rural Malaysia, displacing indigenous tree species and reducing species diversity.

As the tree is very fast growing, removal of the species would incur a substantial cost to dispose of the accumulated biomass.

Applied sciences are important as they enable the application of science in real life and career development. Without applied sciences, great scientific discoveries may be limited as they only increase knowledge, which is important but underutilised.

The nanostructured lipid carrier is a new research field for Malaysia. The use of appropriate renewable plant sources for obtaining new bio-active lipid nanocarriers with broad health benefits and improved delivery properties has the potential to satisfy the industrial and consumer needs, safety and sustainability.

This FRGS research project is to explore the potential usage of kenaf seed oil in order to support the promotion of kenaf as one of the top commodities in Malaysia. Through this, we can promote the plantation of kenaf, which is in-line with the National Commodity Policy to make the versatile plant an important contributor to the national economy by 2020.

As an academican at UCSI, my role is not just as a lecturer, but also as a researcher. The award not only acknowledges success, it recognises many other qualities: ability, struggle, effort and excellence. The positive recognition is a great incentive and motivator for academics to continue doing research.

Originally, the tree was brought into the country from Central America in the 1970s and 1980s as a high protein cattle feed but it has since become a serious weed.

Our team based at UCSI University was recently awarded the FRGS grant to convert *Leucaena leucocephala* into nanocellulose. Nanocellulose is a versatile nano-material which can be used to enhance and strengthen currently available bioplastics.

We expect that this would extend the use of bioplastics to many more applications, from utensils to intelligent packaging material, and promote a sustainable future for Malaysia.

As academics, it is important that we continually engage in impactful research to create new knowledge that would be transmitted to our students.

This research grant provides the financial means to do so but more than that, the process of applying for the FRGS grant also ensures that our research is evaluated at the national level to be on par with other local institutions.

Students would directly benefit from financial support from the grant. They would also have



Associate Professor Dr Nyam Kar Lin

Students can do research and explore further, contributing knowledge and impacting the world from their new findings. The students also have the opportunity to learn to publicly advocate (eg. publishing articles in journals) and defend their work by attending conferences. Last but not least, they can build transferable skills and enhance their resumes.



Assistant Professor Dr Wong Chen Wai

the chance to do research and work towards addressing important national issues, namely control of an invasive species whilst expanding the use of bioplastics.

Dedication and perseverance are keys to success in any field. We have to believe that our efforts will eventually bear fruit and that small steps add up in bringing us a long way.

The Importance of Being Earnest



The main cast of 'The Importance of Being Earnest'.

- Photo courtesy of Woo Yoke Wei -

The English Language Student Association's (ELSA's) first ever play 'The Importance of Being Earnest' was an astounding success and an impactful step forward for the students of the English Language and Communication (ELC) programme.

The play, a remake of the classic by Oscar Wilde, was a romantic comedy laced with Malaysian culture and references. The play was organised by ELSA under the tutelage of the Department of English Language and Communication of the Faculty of Social Sciences and Liberal Arts. Specifically, it was coordinated by a group of 15 Year 2 and Year 3 students enrolled in the ELC programme.

Joyee Liew, director and producer of the play, said "This was a great learning experience for us all. Being an English major is more than just writing essays and learning about grammar. It is also a lifelong process of learning to think out of the box."

"The play is a clear reflection of the subtle confluence of language and communication where students are to utilise a spectrum of knowledge, skills and competencies", added English Language and Communication Department head Assistant Professor Dr Vighnarajah.

As a new addition to the department, Assistant Professor Dr Latha Ravindran shared her joy at the play's success as the organising lecturer.

"I am proud of my students. This has been a fulfilling journey for me and them. We will surely look forward to organising more of such events," she said.



Director and producer, Joyee Liew giving the closing remarks.

- Photo courtesy of Fiona Agatha Nayong -

The play was also attended by Group Corporate Affairs vice president Leong Sat Sing and Group Computer Services chief information officer Daniel Quah.

"I am amazed with the talents of the students in the play. Perhaps, if we have more such opportunities for the students we may just discover more hidden talents amongst us. This has been a great endeavour by ELSA to engage the University and community," said Leong.

To the audience that laughed and clapped throughout the night, 'The Importance of Being Earnest' was more than just a play. It highlighted the different perspectives of the conventional understanding of language and its use.

"Sometimes the unthinkable can only be achieved by relentless persistence. My course mates and I are determined to highlight the talent that is within our student body", said Joyee. She also expressed that most people would think of teaching as the only career viable

for English majors and she is adamant on changing that.

The play is essentially about Jack Jarmek who wishes to marry Adam Megat's cousin, the beautiful and stunning Gwen Wong, but first he must convince her mother, the fearsome Datin Ros, of the respectability of his parents as well as his own past.

However, this is not as easy as it sounds for Jack, who started his life as an abandoned baby in a handbag at an LRT Station.

The play is very much an adventure with the much-loved eight-member-cast of the play as town and country clash in a brilliant and wildly funny story of romance, identity, prams and capacious handbags.

InGenius World - Robotics for Kids

Photos courtesy of Ramya Subramaniam, (volunteer)



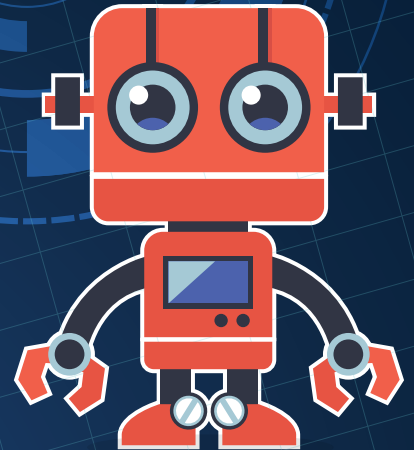
Learning together: Dr Khan with participants of the robotics event.



One of the children busy with her robotic project.



The children engaged in one of the unique robotic activities.



When we think of robots, we think of giant machines that build cars and Hollywood creations too impossible to be real. Robots are in our everyday lives in many ways, from automatic pool cleaners to toys for kids.

Today, educators are using robots and robotics to teach their students in novel ways. These are engaging, hands-on ways of teaching children important concepts in Maths and Science.

While the robots used in classrooms don't shoot lasers out of their eyes, they are quickly becoming a popular way to catch and keep the attention of a classroom. Robotics can also be a fun stepping-stone for getting a child interested in STEM (Science, Technology, Engineering, and Mathematics) subjects that can lead to amazing careers later in life.

The event was organised by the Institute of Electrical and Electronics Engineers Robotics and Automation Society (IEEE RAS) Malaysia Chapter, the IEEE UCSI Student Branch and the IEEE HKN UCSI Branch. It started with a

welcoming speech by Mohd Fauzi Zani, executive committee member of the IEEE RAS Malaysia Chapter. The main focus of the event was to expose kids from ages 6 to 12 years old to the basics of engineering, robotics and coding.

This workshop's mission was to observe their interest in robotics and engineering by teaching them hands-on methods. A total of 19 participants attended the event with a total exposure of six hours to complete the robot building.

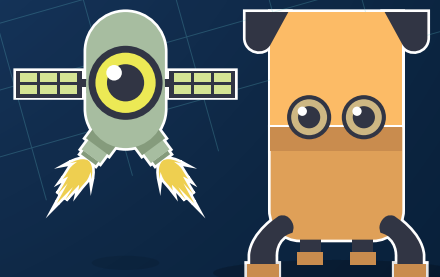
Robotic products were used and the programme was divided into two sections, robot building and robot programming. Five different robots were introduced in this event. The robots included a light sensor, servo/dc motor, switches, a bluetooth module and a sound sensor.

After the robot building activity, the kids were given a chance to play with their robots and several simple challenges like hitting the ball were set. In the event, an advanced robot module with various features was demonstrated to the

participants.

The highlight of the event was a talk by UCSI's Faculty of Engineering, Technology and Built Environment Assistant Professor Dr Mohamed Khan, who briefed the participants on the robot and its functions.

Dr Khan, who is also the vice chairman of the IEEE RAS Malaysia Chapter, took this opportunity to inspire the participants on the ongoing excitement in robotic works and STEM subjects in general. All the participants received a certificate of participation by the IEEE RAS Malaysia Chapter.





The UCSI Sarawak campus.

UCSI University is recognised by the United Nations University



UCSI University is the first private university in Malaysia to be recognised as a Regional Centre of Expertise (RCE) by the United Nations University (UNU) – the academic and research arm of the UN.

This comes after UCSI's Sarawak campus distinguished itself as a regional leader in the promotion of the UN's Sustainable Development Goals (SDGs), a collection of 17 global goals that cover social and economic development issues.

RCE status is conferred on universities that promote education for sustainable development through research and capacity development, generating impact at the local level to promote societal, economic and behavioural change.

UCSI Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff welcomed the recognition and said that it affirmed UCSI's efforts to make a profound difference beyond the campus.

"This global acknowledgement is the culmination of the hard work our students and staff have put in to impact communities, change outcomes, maintain an ecological balance and raise public awareness on the importance of sustainability," he said.

"UCSI is committed to Go beyond; Be Profound: Make a difference. We are committed to push the University further and higher and we constantly strive to bring meaning and value to higher education.

"This SDG initiative comes at the right moment for us. Being recognised by the UNU shows that we are on the same platform with other visionary universities in the world," he added.

In Sarawak, UCSI is championing six initiatives that focus on Quality Education (SDG4), Clean Water and Sanitation (SDG 6), Sustainable

Cities and Communities (SDG 11) and Life on Land (SDG 15).

Another initiative by UCSI is the formation of the RCE Youth Ambassador Programme that sees students collaborating with local communities and government agencies to run outreach initiatives such as 3R (reuse, reduce, recycle) campaigns and water conservation projects.

Senior Professor Khalid also thanked the respective state agencies, non-profit organisations and local leaders for supporting UCSI's initiatives to champion sustainability.

These include the Sarawak Ministry of Tourism, Arts, Culture Youth and Sports, the Sarawak Natural Resources and Environment Board, the Sarawak Forestry Board, the North and South Kuching city councils, WWF Malaysia, the local communities of Kampung Semedang and Kampung Annah Rais, as well as other education institutions.

RCE Kuching is now set for an official launch in December in conjunction with the QS Subject Focus Summit on Hospitality and Tourism which will be held at UCSI's Kuching campus.

With the addition of RCE Kuching, Malaysia is now home to four regional centres of expertise. Universiti Malaya runs RCE Central Semenanjung, Universiti Sains Malaysia helms RCE Penang while Universiti Teknologi Malaysia leads RCE Iskandar.

The RCE on Education for Sustainable Development comprises a network of individuals, experts and organisations who are committed to achieve a sustainable future through education by eradicating poverty, protecting the planet and ensuring peace and prosperity.

As of September 2018, there are 166 RCEs around the world.



Another view of the UCSI Sarawak campus.

The RCE conferment is another milestone for UCSI in a year that has distinguished it as Malaysia's best private university and a top 10 university in Malaysia in the QS World University Rankings 2019, as well as one of the world's top 70 universities under 50 years old.

In March, three UCSI alumni were inducted into the Forbes 30 Under 30 Asia 2018 list for social entrepreneurship, an accolade that recognised their efforts to empower refugees.



A glimpse of UCSI Hotel Kuching.

RCE Symposium 2018

RCEs To Align Education with SDGs



Professor Dzulkifli emphasises that RCEs serve to connect the community, education and universities.

UCSI University recently hosted the Regional Centre of Expertise (RCE) Symposium Malaysia 2018. The event was aimed at bridging academia with sustainable development by incorporating education as a method to achieve some of the United Nation's Sustainable Development Goals (SDGs) which cover various global challenges.

The newly recognised RCE Kuching initiative in UCSI University's Sarawak campus is proof that the University is taking strides in this direction, that is, by championing the SDGs.

UCSI University's Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff said, "Teaching is important but we must also effectively and effusively connect with the community.

"It's not just about having technical expertise but also about incorporating values and meaning into our lives. We must utilise the strengths and expertise in universities to move closer towards working together in a consortium," he said.

To a question on how universities can align their goals with SDGs in a technologically-inclined world, International Association of Universities president Professor Tan Sri Dato' Dzulkifli Abdul Razak, who was one of the speakers at the symposium, explained that pursuing the agenda of SDGs through learning institutions intertwined with science and its advancement.

"RCEs serve to connect the community, education and universities. Essentially they move the agenda of the SDGs where science is connected to the needs of the community," said Professor Dzulkifli, who is also a UCSI University Council member.



(from left to right) Dr Zinaida Fadeeva (receiving token), Associate Professor Dr Yeong Siew Wei and Mukvinder Sandhu.

Dr Zinaida Fadeeva, advisor from the UN Office of Country Representatives, India was also present at the event. To her, the first step in dealing with these issues and challenges of RCEs in the present day is to "build a map which is elegant and ambitious while building analysis of activities already happening".

"We need to have assessments, that is, to gauge whether the RCE community is impacting local and global practices," she said.

UCSI Sarawak's chief operating officer Mukvinder Sandhu said her RCE team focused on the communities at the rivers south of Kuching, which are part of the Sarawak River (Kiri).

"The area is strategic because the Sarawak River is not only a transportation hub and a place for recreational activities such as rafting but also where the *tagang* system is practised, which is a sustainable way of fishing," she said.

Some of RCE Kuching's activities and projects include workshop and seminars, volunteerism and sustainable waste management workshops for housewives, including the "River For Everybody School Programme", "Green Schools", the Sarawak Next Paradise Homestay Workshop and the Kura Kura Homestay where, uniquely, they have their own water supply and solar energy to power basic lights and a fridge.

Professor Munirah Ghazali from Universiti Sains Malaysia said that RCE Penang's journey began in 2005 with the goal of creating awareness and understanding on SDGs to the public.

The formation of "Kampus Sejahtera", for example, was an infrastructure where students deal with issues on campus and are empowered in the learning of Education for Sustainable Development (ESD). She said that RCEs provide a superhighway for schools to connect with other schools where student issues have global implications.

From RCE Central Semenanjung, Associate Professor Dr Sumiani Yusoff shared on eco-campus initiatives and Living Labs in UM focusing on inefficient energy usage, solid and domestic waste issues and food waste issues. According to her, the Living Labs in particular, are action-oriented and involved translational research to provide sustainable solutions on campus.

Daisy Harry from Iskandar Regional Development Authority stressed community participation in socio-economic activities which included social inclusiveness and social connectedness.

Some of the components in relating to SDGs at Iskandar are "Towards a Sustainable and Low Carbon Iskandar" and "Balancing Conservation and Development in Iskandar". She also encouraged racial integration and the preservation of a "Bangsa Johor" in which an appreciation for culture and diversity is maintained.

Together with the other RCEs, RCE Kuching is strongly pushing for the implementation of the SDGs in all educational institutions. Their collective efforts, then, would be catalysts for sustainable living within and outside universities.

MySENI

A Kaleidoscope of Colour

The mySENI Painting Competition, started in 2014 by UCSI's University's De Institute of Creative Arts and Design (ICAD), is purposed to be a platform to inculcate creativity and innovation amongst Malaysian youth. It is a celebration of art, ideas and creativity.

The winner of the competition this year, 16-year-old Tan Yuan Kai, may have emerged as champion, but is far from being content with what he has achieved thus far.

Like Joseph Wright and other renowned artists, Tan wants to have his own solo painting exhibition someday.

"Winning this competition is an inspiration for me to go further towards achieving my passion to have my very own solo exhibition in Kuala Lumpur or Johor Bahru," said the form four student from Kluang Chong Hwa High School in Johor.

"I hope that winning competitions like this will open up doors towards achieving my dreams in the future," he added.

Tan's painting, themed 'Malaysian Landscape', won the hearts of the judges at the September 29 event.

Using his imagination and creativity, he painted his piece by combining his favourite places from two different states.

"I painted a scenery of Melaka's famous Jonker's Street against the backdrop of the Langkawi beach.

"I am excited and I did not expect to win in this competition as there were other participants displaying really good paintings," said Tan, who regularly participated in painting competitions.

"But I will not stop until I achieve my dream someday," said the first time mySENI Painting Competition participant.

The theme this year was 'Malaysian Landscape'. The competition received over 200 submissions from secondary school students nationwide.

For Tan, his interests in painting sparked at the tender age of six.

"I am grateful that my parents actually sent me for art and painting classes at an early age.

"At the moment, I am actually improving my skills in oil painting," he said.

Having a passion for art, Tan said, he hopes to become an architect someday.

"My father works as a flooring contractor and I have always been fascinated with the design of buildings.

"UCSI University is among my universities of choice since it also offers architecture courses," he added.

The mySENI 2018 was graced by UCSI University's Deputy Vice-Chancellor (Academic and Research) Associate Professor Dr Yeong Siew Wei.

She regarded the competition as an ideal platform to showcase talents among young artists.

"It is my great desire that students will realise their potential to stand out as celebrated artists and designers, not only in Malaysia but around the world," said Dr Yeong.

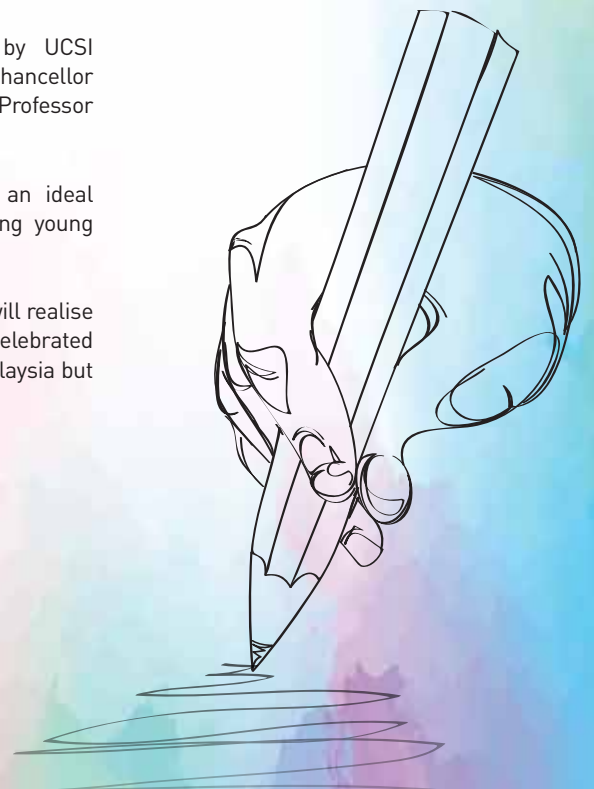
"Malaysia must come up with its own art and design revolution and, in this light, I am pleased to note that MySENI is a successful platform towards achieving this.

"I'd also like to commend ICAD for organising competitions like mySENI. Through this, you are connecting with Malaysia's future artists and designers, tapping into a community that doesn't quite get the recognition it deserves," she said.

As Malaysia's top private university in the QS World University Rankings 2019, UCSI emphasises the application of knowledge making education relevant and consequential.

We partner with more than 4,200 of the world's best companies and engage leading academics who are well-known in the industry.

This dynamic setting benefits students who pursue more than 100 industry-acclaimed programmes at the University and those at ICAD are no exception.



mySENI 2018

Painting Competition



GRAND WINNER



NAME

Tan Yuan Kai

THEME

Malaysia Landscape

YEAR

2018

SCHOOL

Kluang Chong Hwa High School

ART TEACHER

Pong Yit Cheng

FIRST RUNNER-UP



NAME

Amir Zharif Firdaus B. Rahman

THEME

Faces of Malaysia

YEAR

2018

SCHOOL

Sekolah Sultan Alam Shah Putrajaya

ART TEACHER

Puan Azwin

SECOND RUNNER-UP



NAME

Jeannie Tew Jin Lu

THEME

Malaysia Landscape

YEAR

2018

SCHOOL

Hin Hua High School

ART TEACHER

Chia Kim Chang

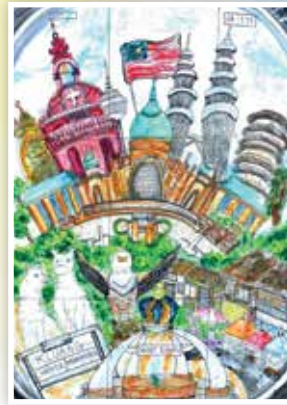
FINALISTS



Name : Wong Wei Liang
Theme : My Malaysia
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap



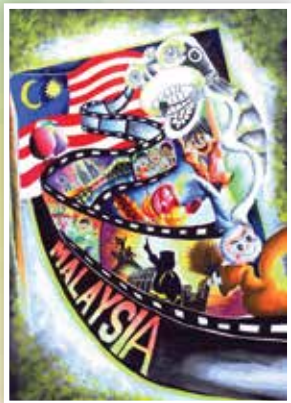
Name : Tan Xin Yi
Theme : Malaysia Landscape
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap



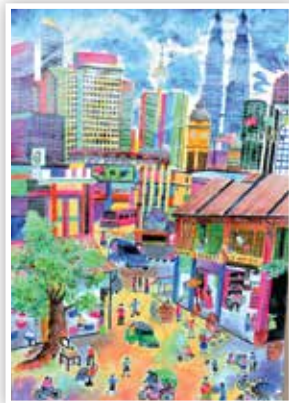
Name : Tan Zhi Wei
Theme : Malaysia Landscape
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap



Name : Phoebe Pua Yun Loo
Theme : Home
Year : 2018
School : Hin Hua High School
Art Teacher : Chia Kim Chang



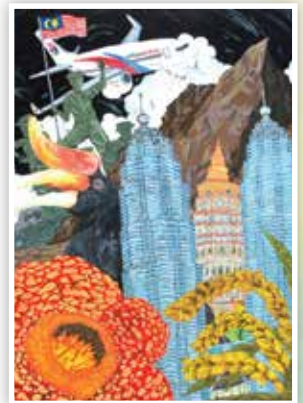
Name : Chia Zhen Yang
Theme : Malaysia Landscape
Year : 2018
School : Hin Hua High School
Art Teacher : Chia Kim Chang



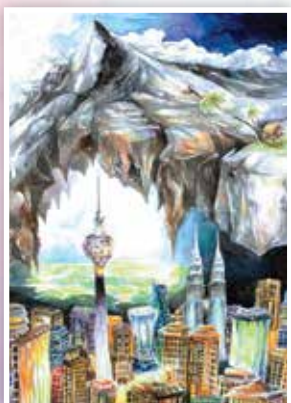
Name : Sim Siew Fang
Theme : The Colourful of Malaysia
Year : 2018
School : SMK Pekan Nanas
Art Teacher : Noor Farhana Bt Mohd Noor



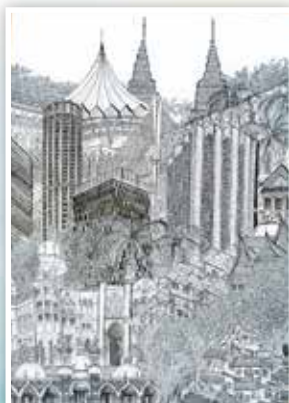
Name : Ch'ng Yi Jing
Theme : Malaysia Landscape
Year : 2018
School : SMK Arau
Art Teacher : Cikgu Wasilah



Name : Jennalynn Lam Yen Lin
Theme : Diversity
Year : 2018
School : Han Chiang High School
Art Teacher : Saw Boey Guan



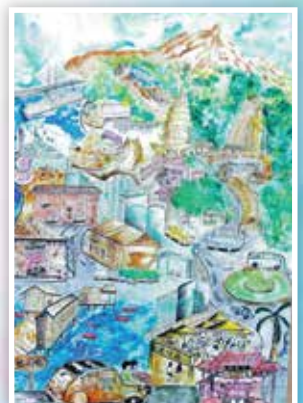
Name : Teo Dai Ann
Theme : Malaysia Landscape
Year : 2018
School : Hin Hua High School
Art Teacher : Chia Kim Chang



Name : Yong Yeen Thong
Theme : Malaysia is my home
Year : 2018
School : Tsun Jin High School
Art Teacher : Y S Chong

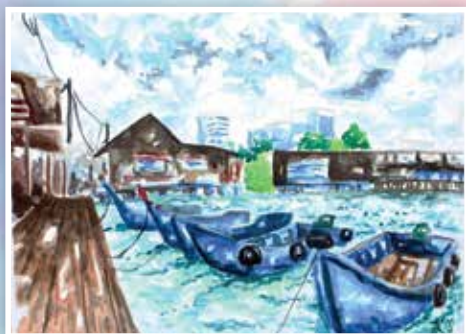


Name : Loh Rui En
Theme : Scenery of Malaysia
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap



Name : Tan Zi Xue
Theme : Satu Malaysia
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap

FINALISTS



Name : Ng Jia Xuan
Theme : Malaysia's Scenery
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Cheng



Name : Gan Gead Kee
Theme : Port Dickson Landscape
Year : 2018
School : Tsun Jin High School
Art Teacher : Y S Chong



Name : Chang Kai Bin
Theme : Malaysia
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap



Name : Woon Yong Sheng
Theme : Malaysia Landscape
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Cheng



Name : Ang Wei Gong
Theme : Temple
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Cheng



Name : Choong Ee Ling
Theme : Dragon Dance at Petaling Street
Year : 2018
School : SMK Sultan Abdul Samad
Art Teacher : Pn. Rositah



Name : Chin Chia Xin
Theme : Malaysia Landscape
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Cheng



Name : Fan Chee Yong
Theme : Satu Malaysia
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap



Name : Chen Zhi Yi
Theme : Malaysia Landscape
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Cheng

FINALISTS



Name : Goh Li Fang
Theme : Malaysia Landscape
Year : 2018
School : Tsun Jin High School
Art Teacher : Chong Yoon Sooi



Name : Ng Kar Xin
Theme : Malaysia Street
Year : 2018
School : SMJK Convent Datuk Keramat
Art Teacher : Goh Kee Sun



Name : Hoo Shir Liz
Theme : Sultan Abdul Samad Building
Year : 2018
School : SMK Taman Sea
Art Teacher : Siti Zaharah Mohd Udin



Name : Effer Lim
Theme : Christ Church Melaka
Year : 2018
School : SMK Taman Sea
Art Teacher : Siti Zaharah Mohd Udin



Name : Chen Yun Jie
Theme : Fish Village
Year : 2018
School : Seremban Chung Hwa High School
Art Teacher : Chan Tien Cheung



Name : Chong Hai Jie
Theme : Wonderful Land (Malaysia Land)
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Chong Nyek Ping



Name : Chin Guo Leong
Theme : Satu Malaysia
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap



Name : He Li Xuan
Theme : Istana Kesultanan Melaka
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Cheng



Name : Tan Hui Ting
Theme : Appreciate
Year : 2018
School : Foon Yew High School
Art Teacher : Tee Bee Tin



Name : Kong Wen Hau
Theme : Satu Malaysia
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap



Name : Lee Kai Jie
Theme : Malaysia's Scenery
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Cheng

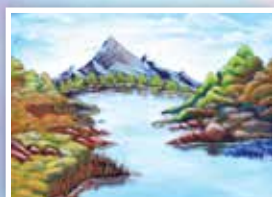


Name : Chua Chen Sin
Theme : The Hornbills
Year : 2018
School : Muar Chong Hwa High School



Name : Tay Huay Kee
Theme : Malaysia Landscape
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap

SPECIAL AWARDS



Name : Zulaika Binti Sabturani
Theme : Kinabalu View From Tambunan
Year : 2018
School : SMK Libaran
Art Teacher : Habibih Bin Syamsuddin



Name : Monica Vun Yi Jing
Theme : Beauty of Sabah
Year : 2018
School : SM All Saints Likas, Sabah
Art Teacher : Anna Indrus



Name : Ngow Zhen Yang
Theme : Dataran Merdeka
Year : 2018
School : Tsun Jin High School
Art Teacher : Chong Yoon Sui



Name : Rachael Wong Ching Huei
Theme : Malacca Tourist Centre
Year : 2018
School : SMK Chung Hua, Sibu
Art Teacher : Lau Jing Jing



Name : Soo Mei Ying
Theme : Warna-wari Malaysiaku
Year : 2018
School : SMK Tiong Hin
Art Teacher : Noor Jannati Binti Mad Riban



Name : Chong Yan Ni
Theme : Malaysia's Scenery
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Cheng



Name : Rikineshnair Janartanan
Theme : Malaysia Landscape
Year : 2018
School : SMK Seremban Jaya
Art Teacher : Norizan Bt Zuani



Name : Chen Yun Xuan
Theme : Kukup Island
Year : 2018
School : Seremban Chung Hwa High School
Art Teacher : Chai Tien Cheung



Name : Leong Ka Hei
Theme : Nostalgic Penang
Year : 2018
School : SMK (P) Sri Aman, Petaling Jaya
Art Teacher : Pn. Sheila



Name : Lim Zheng Hong
Theme : Chew Jetty Penang
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Cheng



Name : Tey Li Sin
Theme : The Evolution of Malaysia
Year : 2018
School : KL Chong Hwa Independent High School
Art Teacher : Chan Tim Choy



Name : Sara Safia Masiri
Theme : Geographer Cafe
Year : 2018
School : SMK Sultan Abdul Samad, PJ
Art Teacher : Pn. Jega



Name : Ho Song Sen
Theme : Tugu Negara
Year : 2018
School : Seremban Chung Hwa High School



Name : Moses Law Yan Kuan
Theme : Malaysia
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap



Name : Tan Zhi Wei
Theme : Malaysia Landscape
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Cheng

CONSOLATION



Name : Roger Ng Wei Lun
Theme : Gorgeous Malaysia
Year : 2018
School : Muar Chung Hwa High School
Art Teacher : Goh Cheng Hai



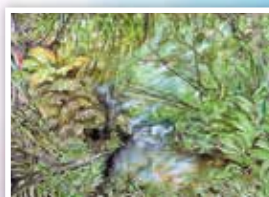
Name : Lim Jia Hui
Theme : Satu Malaysia
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Koh Ping Yap



Name : Chan Jing Ying
Theme : Malaysia Landscape
Year : 2018
School : Hin Hua High School
Art Teacher : Chia Kim Chang



Name : Moses Liow Qi Rui
Theme : Malaysia Scenery
Year : 2018
School : Kluang Chong Hwa High School
Art Teacher : Pong Yit Chong



Name : Muhammad Amir Suhail B. Mohd Asri
Theme : Malaysia Tropical
Year : 2018
School : Sekolah Agama Menengah Bandar Baru Salak Tinggi
Art Teacher : Siti Suriya Bt Aminuddin



Know Your Medicine Campaign 2018



(from left to right) Ministry of Health's Pharmacy Practice and Development senior assistant director K. Heygaajivan Kernas, Genecare managing director Lew Hon Kean, Malaysian Pharmaceutical Society representative as council member Professor Dr Yeoh Peng Nam, Ministry of Health's Pharmacy Practice and Development deputy director, Datin Dr Faridah Aryani Md Yusof and UCSI's Faculty of Pharmaceutical Sciences dean, Assistant Professor Dr Mogana Sundari Rajagopal.

To increase knowledge on the rational use of medicine... that was the aim of UCSI University's Know Your Medicine Campaign 2018 jointly organised by the Faculty of Pharmaceutical Sciences and the Pharmaceutical Services Division, Ministry of Health.

The campaign was also held in support of the Sustainable Development Goals, in particular, SDG 3, Good Health and Well Being.

The campaign was attended by Ministry of Health's Pharmacy Practice and Development deputy director, Datin Dr Faridah Aryani Md Yusof, who in her opening address emphasised that discussion of health-related information is important in the rational use of medicine.

"A pharmacist has the obligation of creating awareness and educating the public through the rational use of medicine while helping them to make informed decisions in drug related issues," she said.

UCSI University's Faculty of Pharmaceutical Sciences dean, Assistant Professor Dr Mogana Sundari Rajagopal said, "This campaign also aims at educating the public in the early detection of diseases as well as giving students an early taste of serving the community by being innovative, ethical and through lifelong learning.

"UCSI's Faculty of Pharmaceutical Sciences stands out for its 19-year track record of excellence; one that has seen it producing more than 1,200 pharmacy graduates.

"Furthermore, at UCSI, our lecturers constantly embrace latest advancements in drug discovery and pharmaceutical healthcare in a rapidly changing industry towards the fourth industrial revolution," she said.

One of the highlights of the campaign was the "brown bag medication check-up" where the pharmacist screens the prescription for the correct dosage, strength, frequency, potential



UCSI's Pharmacy student attending to a participant of the campaign.

duplication of therapy or side effects; identifies expired medicine, and answers any medication-related questions.

"We give advice on taking medicine in an appropriate manner and suggest other medicines if the current ones are not working well," said Assistant Professor Dr Aziz Ur Rahman, one of the faculty members at the "brown bag" booth.

UCSI also welcomed Ministry of Health's Pharmacy Practice and Development senior assistant director, K. Heygaajivan Kernas as one of the speakers during the campaign.

His talk was on the necessity of medicine and supplements being registered with the Ministry of Health before being sold to the public to ensure quality, safety and efficacy.

He explained that some adulterated products may include steroids, sibutramine, sildenafil and tranexamic acid. He also stated that to prove its authenticity, all registered medication should have the registration number and its hologram Meditag respectively.

Genecare managing director, Lew Hon Kean spoke about how genetic profiling is important in a precision preventive health care plan.

According to him, individuals have differing reactions to medicine depending on their risk factors, lifestyles, and inherited diseases.

The campaign also included personalised counselling to avoid drug-related complications, prevention and early detection of life-threatening chronic diseases such as hypertension, diabetes, hyperlipidaemia and obesity as well as a blood donation drive.

Overall, the campaign proved to be a successful one benefiting the public as well as staff and students. It certainly led to an increased awareness in taking medication responsibly and correctly, which are essential if one is to live a healthy life.



UCSI student doing her part in serving the community.

Future pharmacists should go beyond dispensing medicines



UCSI students solemnly pledge to be responsible pharmacists.

"The role of a pharmacist should transcend the scope of a medicine expert," said deputy director at the Health Ministry's Pharmacy Practice and Development, Datin Dr Faridah Aryani Md Yusof.

She told students at UCSI University recently that they shoulder a greater responsibility upon graduation.

She added that the job, among others, included focusing in the areas of research with the emphasis on patients' well-being.

"Your responsibilities have evolved over the years and today, they include drug discovery, distribution and patient-oriented services," she said in her keynote speech at the World Pharmacists' Day organised by the Faculty of Pharmaceutical Sciences.

Citing a speech by International Pharmaceutical Federation (FIP) president Dr Carmen Peña earlier this year, Dr Faridah said, the description of a pharmacist could not be explained any better.

"In his speech, Dr Carmen Peña said the focus this year must be on the extensive expertise pharmacists have in ensuring a patient's health is taken care of," she said.

Dr Faridah also urged future pharmacists to incorporate the culture of evidence-based practice in helping people stay healthier.

On another matter, she pointed out that, as of 31 July 2018, there were a total of 16,860 registered pharmacists in Malaysia.

More than 50% of which, she said, were working in various facilities in the public sector such as hospitals and health clinics.

At the event, more than 500 pharmacy students from UCSI University took a pledge to abide by all best practices in the profession to provide top notch service upon graduation.

UCSI Group founder and CEO Dato' Peter Ng, who was also present at the event, urged students to take pride in the profession that they are studying for.

Ng referred to the profession as "a noble occupation in changing people's lives".

"When you go on to work, the public will trust you in prescribing and dispensing medicines.

"They will follow your recommendations because healthcare professionals like pharmacists are equipped with a specific set of skills and knowledge," he said.

Given this, Ng reminded the students to pay close attention to the pledge that they took.

"This pledge must be embraced as you go on to become a pharmacist; it is the code that you will live by as a practicing pharmacist in future," he said.

The event also saw performances by students and other activities like lucky draws, and an award ceremony for dean's list students.

There was also the Best Lecturer and FPS Appreciation Awards to acknowledge hardworking staff from the Faculty of Pharmaceutical Sciences.

Meanwhile, one of the dean's lists recipients, Gan Ee How, 22, said that his passion and curiosity motivated him to take up this course.

"When I was young, I would often fall sick. I would have to visit the pharmacy very often then.

"My fascination about the job and the people behind the counter dispensing medicines made me want to learn more about the job.

"And that was my starting point to take up this course," said Gan, who has CGPA of 3.87.

Grateful of having the opportunity to study at the nation's number one private university, Gan attributed his grades and achievements to his lecturers.

"As a student, I am lucky to study at a prestigious private university such as UCSI University.

"Not only are the lecturers helpful and dedicated, they are my beacon of hope in my dreams towards becoming a good pharmacist someday," he said.

The event was truly a meaningful one as students gathered together to acknowledge their professional obligations as well as their responsibilities to the community.



UCSI Group founder and CEO, Dato' Peter Ng urging students to take pride in their profession.



Dr Faridah receiving a gift from Faculty of Pharmaceutical Sciences dean Assistant Professor Dr Mogana Sundari Rajagopal.

FreeMarketFOBIS 2018



A Job Well Done: Group photo of the organisers of the event.



Children from Rumah Bakti Nur Syaheera excitedly choosing from the items displayed.

Undoubtedly, UCSI's Faculty of Business and Information Science programmes teach students how to make profits, beat the competition and manage their finances among other related topics.

On 20 October 2018, the Faculty went a step further and for the first time, organised a community engagement programme reflecting their desire to contribute to the needy people in the surrounding area of the campus.

This activity relates to SDG 1 - No Poverty, SDG 2 - Zero Hunger as well as SDG 10 - Reduced Inequalities.

They gave used and unused items such as clothes, books, stationery and food for free to the community including the children of the orphanage Rumah Bakti Nur Syaheera also located in Cheras.

"In the past the Faculty had mostly held events which were academic in nature. I think it is high time we had an event for the community," said deputy dean Associate Professor Dr Ganeshsree Selvachandran.

"This is our first CSR activity where members of the Faculty donated items and because of the success of this event, we plan to have it once or twice a year depending on time and resources," she added.

"The Free Market programme started in 2013 and is an ongoing event in the Klang Valley," said

Fadly Daud one of the founders of Free Market Malaysia who was also present at the event.

Other than the orphanage, the event targeted those living in the surrounding community including the homeless and nearby residents.

"We want to donate to the people who really need these things. Other than that, it also inculcates basic communication skills in terms of being polite and asking nicely for the items," said Fadly.

According to Dr Ganeshsree, these events will benefit UCSI students by creating in them a sense of satisfaction in terms of being able to 'give' and instill responsibility as well as get them involved in charity events.

"The students will be able to observe the involvement of lecturers in these community engagement events and will be encouraged to follow their examples," she said.

Suzana Jafar, in charge of the Rumah Bakti orphanage shared that this was the first time they had participated in an event such as this. The orphanage houses 29 children, both boys and girls between the ages of 6-17 years.

In coming years, the Faculty may organise events such as auctions where proceeds go to charity, or through foodbanks and even free haircuts as their way of reaching out to the needy in the community. These events are part of UCSI University's drive to contribute meaningfully to the community including making an impact in the lives of the underprivileged.



Other participants of FreeMarketFOBIS browsing through the items.



Display of free items at FreeMarketFOBIS.

A Sustainable Business For A Sustainable Environment



Suzanne Ling thought she had it all planned out when she completed her studies at UCSI University to run a social enterprise that is based on a sustainable business model.

The Picha Project co-founder said it was a rocky road convincing clients to subscribe to her business ideology and concept that serves up middle-eastern delicacies, cooked by refugees from war-torn nations.

"The most frequent query I get is 'are the cooks clean?' It was always difficult approaching conglomerates back in the day and there were times I felt like giving up.

"But our perseverance not to give up showed that it was possible to do what we do," said the Psychology graduate at SustainabiLEADty, a green conference organised by UCSI Scholar's Circle (U-Schos) aimed to raise awareness on sustainability in the economic, environment, and social dimensions based on the Sustainable Development Goals (SDG).

The Picha Project started off with just one family of refugees in January 2016. Today, there are 12 families from Iraq, Syria, Myanmar, Palestine and Afghanistan earning a decent income through Ling's startup, which she initiated with several others.

"Refugees in Malaysia are unable to get to a job because the law is such. I felt that something could be done because of the dilapidated state of refugees who are living in poverty.

"We, at Picha, therefore, thought why not create a model that will generate income for us, these refugees, and give them a reason to live while serving 'hungry people'," she said.

Like Ling, former UCSI University student Kelvin Lai said his company – Tu.Gu – a social enterprise that empowers farmers in Laos from being exploited by unscrupulous corporations, also faced all sorts of challenges.

Adopting the circular economy approach in his business, Lai said, the challenge came when marketing and promoting edible and cosmetic produces from plants using recyclable packaging.

"Generally, goods that come from recyclable packaging are more expensive. But they are good for the environment especially when we are in



Suzanne (second from left) spoke about her challenges in setting up The Picha Project at a forum creating a sustainable environment for everyone.

the midst of trying to create a sustainable model to ensure that our kids have a place to live in someday," he said.

To overcome this, Lai said, consumers must change their mindset and choose what is better for the environment over cost.

"I understand there are constraints in our purchasing power. But we got to think of what is better for the environment.

"Buying goods that will damage the climate and environment will bring no good to the longevity of our home," he said, referring to Earth.

To have a mindset as such, Lai said learning institutions should play a role in nurturing the habit.

Citing UCSI University in embracing the United Nation's Sustainable Development Goals (SDGs) as a point in case, Lai said, more universities should follow suit.

"We don't need to start something big like holding forums. We could, maybe, enforce switching off lights when not in use or maybe reduce the air-conditioning temperature," he said.

Little things as such, he said, would shape the mind of the young towards loving the environment and thus changing buying habits to shift from a traditional linear economy to a circular economy.

A circular economy is based on a regenerative model that advocates recycling of goods for the purpose of reducing waste and pollution.

Through Tu.Gu, Lai said, farmers are paid a decent remuneration each month. According to him, there is also a plan to share Tu.Gu's profits with the farmers once the social enterprise that is based on a business-to-business model takes off completely next year.

"We aspire to provide the platform for exchange of knowledge and innovative ideas regarding sustainability. The LEAD in our theme refers to how as individuals, we need to be the ones that lead the change: first being individually in our own lives, next being collectively as a society," shared Tan Aijean, the organising chairperson of the SustainabiLEADty conference.

The conference featured inspiring community champions, social entrepreneurs and individuals who are actively involved in sustainability initiatives and corporate social responsibility such as Dr Renard Siew from Sime Darby, Yasmin Rasyid, Founder and President of EcoKnights, Adrienna Zsakay from Circular Economy Asia, Florence Tan from PwC Malaysia, Carolyn Lau from Sampah Menyampah, Ruben Cortes from Build for Tomorrow, Anthony Wong from The Frangipani Langkawi Resort and Spa and Malika Bouquiss from Frangipani Bulk.



Kelvin with other panelists after speaking on circular economy and why we should move from the traditional linear economy.



Ally Wong Pei Yee

Bachelor of Science (Hons) Biotechnology, graduated 2013

Ally is the founder of Mr & Mrs Soap, a local handmade beauty product brand. In her recent visit back to UCSI University, she talked about how her background in Science is co-related and helped her to move into the business field. She also shared knowledge on how to start up a business with zero business experience. She has appeared on NTV7 in the TV programme 'Living Delight'.

In this column, The UCSI Gazette shares the achievements and accomplishments of alumni after their education at UCSI. These individuals are now doing what they love; some furthering their studies or pursuing careers and others involved in other exciting endeavours. In this issue, we catch up with Ally Wong, a Bachelor of Science (Hons) Biotechnology graduate now an entrepreneur for Mr & Mrs Soap, a local handmade natural beauty product-based business.

How did you feel appearing on NTV7 in the show 'Living Delight'? What were the highlights of the show?

I was very surprised when I got the invitation from NTV7, as this is a live show. It was very challenging for me as it required me to teach the audience (without mistakes) how to make natural handmade lipstick to protect the lips from cracking.

In your opinion, what are some tips to start up a business with zero experience?

In my opinion, it requires a fearless heart to make decisions on starting a business, especially with zero experience. Do not be afraid of failure; take more action and put in more effort to maintain the business.

What made you decide start your business in the beauty product line?

As I have an eczema skin problem, using commercial products is a type of 'torture' for my skin. Therefore, with my experience, I researched on a natural way of preserving beauty through the harmless method of using handmade products.

What is your motivation in being an entrepreneur?

Flexibility and control. As an entrepreneur, one has to have full control over every decision made to attain a leadership position. Also, flexibility in time and ideas to set your own goals and responsibilities are key.

What are your future plans?

To expand our business and marketing to let more people know about us and our handmade products in the hotel and accommodation field. This is also to publicise the importance of natural products to help with building a sustainable and eco-friendly environment.

What is your advice to UCSI students who want to become entrepreneurs?

To have a clear mind-set of your own goals and make decisions to achieve your goals. Don't fully depend on your parents for your future. It is important to be responsible and face challenges on your own. Don't give up easily and you will get the best rewards.

What excites you about having your own business?

When I receive some good reviews from satisfied customers who have been using our products. This is very good and encourages me to continue and put even more effort to run the business.

How was your time at UCSI significant in your current success and shaping your future goals?

My time in UCSI helped me to achieve a work-study balance, as business is not solely a working platform but also a learning platform. Also, this led us to expand our team for future planning and goal setting.

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