

THE UCSI GAZETTE

THE UNIVERSITY MAGAZINE

An Evening

WITH THE

STARS

VOLUME 19



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 **UCSI University**[®]

MALAYSIA'S #1 PRIVATE UNIVERSITY

**TOP 10 IN MALAYSIA.
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UCSI University is Malaysia's best private university in the QS World University Rankings 2019. Apart from UCSI and the nation's five research universities, no other Malaysian institution made it to the global top 500. This milestone also distinguishes UCSI as one of the world's top 70 universities under 50 years old.



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RCE KUCHING LAUNCHED IN CONJUNCTION WITH THE QS SUBJECT FOCUS SUMMIT



UCSI Group founder and CEO, Dato' Peter Ng (third from left) presenting a token of appreciation to the Chief Minister of Sarawak (fourth from left) while UCSI University Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff (fourth from right) and other guests look on.

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UCSI University's distinction as Malaysia's first and only private Regional Centre of Expertise (RCE) was confirmed in style when RCE Kuching was launched by Sarawak Chief Minister Datuk Patinggi Dr Abang Abdul Rahman Johari Tun Datuk Abang Haji Openg.

Lauding the milestone, Abang Abdul Rahman Johari commended UCSI for championing the United Nations' Sustainable Development Goals (SDGs) at the local level.

In Sarawak, UCSI is championing six initiatives under four SDGs, namely, Quality Education, Clean Water and Sanitation, Sustainable Cities and Communities, as well as Life on Land.

"I'm happy to acknowledge UCSI's RCE conferment by the United Nations University (UNU)," he said in his speech at the inaugural QS Subject Focus Summit for Hospitality and Tourism.



Senior Professor Khalid giving a rousing speech.

"It is remarkable to achieve such a recognition and I'm encouraged to see UCSI emphasising an education that empowers the community, advocating sustainable development that encompasses all aspects of life," he continued.

He added that UCSI could be proud of its latest milestone after being distinguished as Malaysia's best private university in the QS World University Rankings 2019 and one of the world's top 70 universities under 50 years old earlier in the year.



Senior Professor Khalid (extreme right) with the Chief Minister of Sarawak, Abang Abdul Rahman Johari (middle) and Dato' Peter Ng (extreme left).

"Congratulations and continue the hard work as you strive to greater heights," he said.

The Chief Minister had earlier launched the QS Summit in a grand ceremony at the UCSI Hotel – the luxury establishment that also houses UCSI's Sarawak campus.

Themed The Way Forward: Hospitality and Tourism Education Convergence with Industry 4.0, the Summit attracted more than 200 delegates from around the world who flew in to hear from thought leaders in the hospitality and tourism industry.

Thanking the Chief Minister for gracing the occasion, UCSI Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff said that the milestones over the past year were results of a concerted effort to push the University further and higher.

"We have been pushing the boundaries in recent years and being recognised as Malaysia's best private university and one of the nation's top 10 in the QS rankings is proof that the University is committed to Go Beyond; Be Profound: Make a Difference," he said.

"We want to be a centre of thought leadership and we will do our part to contribute to the nation's goal of becoming one of the world's leading education hubs," he said.

First recognised as an RCE by the UNU in September, UCSI's Sarawak campus will continue championing SDGs at the local level, impacting and empowering rural and urban communities in Malaysia's largest state.



A traditional Sarawakian welcome for the distinguished guests.

BE AWARE OF SCAMS!

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



CAUTION

CAUTION

CAUTION

CAUTION



Group photo of UCSI Top Management, guests and speakers at the Scam Forum.



(seated left to right) Edwan B. Mohd Aiidid, Tuan Kamarul Zaman Hj Abdul Rahman and ASP G. Janarthanan Nair.

With the advancement of technology, the number of scam cases has also increased. Quick rich schemes, bogus emails, and texts requesting personal banking information are just a few types of fraudulent and scam cases in the country.

Many have been cheated of their monies while some have even resorted to taking their own lives.

UCSI University held a Scam Awareness Forum which was aimed at creating awareness amongst its staff, students as well as members of the public in surrounding areas.

This forum was a community engagement project by UCSI in line with SDG 16: Peace, Justice and Strong Institutions. It is hoped that this forum would be a platform to educate and expose how scammers think, react and entice the public into falling prey to some of their 'sweet' deals.

Speakers at the forum included former Magistrate and also current Tribunal for Housing and Strata Management president Tuan Kamarul Zaman Hj Abdul Rahman, who

is also a legal practitioner, Cheras Commercial Crime Investigation Department chief ASP G. Janarthanan Nair and CyberSecurity Outreach and Capacity Building division executive Edwan B. Mohd Aiidid.

At the forum, ASP Janarthanan Nair spoke about the types of scams, cyberlaws, causes of cybercrime, prevention measures and also prevention campaigns.

Edwan from CyberSecurity talked about cyber safety issues, cyberbullying, Internet addiction, cyber health threats, social media threats, online child abuse and also child sexual grooming.

"We, Malaysians are somehow trustworthy of people whom we communicate with online which makes us vulnerable when we share information with them," he said.

The last speaker, Tuan Kamarul Zaman enlightened the audience on penal sanctions governing scams in the country. He also explained the Macau scam which involves telecommunication fraud, the African scam, phishing, spoofing and cybercrimes.

The forum was indeed relevant and engaging dealing with the salient issues of scams while suggesting methods to avoid falling into these traps and staying prepared. All are encouraged to be alert and wary of the propositions that come their way to ensure a safer community.



CyberSecurity Outreach and Capacity Building division executive Edwan B. Mohd Aiidid giving his talk on scams.

-Photos courtesy of Mohammad Zulhafid Mat Shai, Group Legal Office-

ASIAN BUSINESS CASE COMPETITION 2018



(left to right) James Koo Jian Wei, Daphne Lim Xiu Wen, Foo Fang Ee (Coach), Htet Htet Moe Oo, Chan Wan Teng.



UCSI University's Faculty of Business and Information Science (FoBIS) has been making its mark by placing its students in the international limelight. This year, the battlefield shifted to the Lion City – Singapore, where the Asian Business Case Competition (ABCC) 2018 was held.

The Asian Business Case Competition was Singapore's first international undergraduate business case competition, and it was also the only one that focused on sustainability.

Organised by the Nanyang Business School under the Nanyang Technological University and supported by the Asian Business Case Centre and the Business Solutions Club, this international case competition served as a playground for many elites.

The student representatives from team UCSI consisted of four members including Daphne Lim Xiu Wen (Logistics Management), James Koo Jian Wei (Actuarial Science), Chan Wan Teng (Accounting and Finance) and Htet Htet Moe Oo (Electrical and Electrotechnical Engineering).

Prior to the competition, the team had been through a series of case study training sessions consistently for 12 months under the coaching of Assistant Professor Foo Fang Ee for various business case competitions including the Enactus/HSBC Business Case



James Koo Jian Wei, representing Team UCSI, at the ABC Competition 2018.

Competition 2018 and the KPMG International Case Competition 2018.

The team strongly agreed that to be able to compete in an international league, perseverance, commitment and improvement were the keys to winning the competition.

"The past 12 months of training with Mr Foo was extremely challenging due to his high expectations of us to ensure our success in

both aspects, case competitions and academic growth. Juggling between case competitions and academics was never easy for me," said Daphne.

"Apart from training sessions, I experienced rounds of sleepless nights in case preparation sessions with my team mates for the competition. I believe that by going the extra mile, we will be able to achieve what we had always dreamt of. As our advisor always says,

it's only about the desire to succeed; either you want it or don't want it," she added.

The competition consisted of three rounds and the first round was an online video challenge. All teams were required to showcase their secret recipe in winning the case competition and team UCSI University chose "commitment".

Team UCSI was crowned the champion of the video challenge with a total of 600 likes and 350 shares on Facebook within a three day period.

The competition structure was established in a way that focused on sustainability practices applied on a global scale.

For the first case challenge, participants were tasked to conduct a 10-minute EcoCampus presentation on the current initiatives undertaken by each respective university to the international participants and students from Nanyang Technological University.

Team UCSI University ranked third out of the nine international universities in the EcoCampus challenge.

The most crucial yet challenging part of the competition was the 24-hour business case challenge format for the participants where participants were required to dissect the case related towards sustainability and come out with situational analysis, recommendations, implementations and risk assessment and present it to the experienced panel judges from the advisory background on the next day.

"This competition is definitely a tougher challenge for the team compared to the usual business case competition being held locally," said Assistant Professor Foo Fang Ee.

The team must be able to fully comprehend the case and identify the right problem faced by the company given to provide the right solutions. To win the competition, it's all about the substance and the effort that they will need to put in to stand out from the rest," he said.

This year, the case that was being distributed was "Energo Labs in Southeast Asia – Persevere, Pivot or Perish?" which revolved around the adoption of blockchain technology in the decentralised autonomous energy trading platform built by Energo Labs.

"This competition provided us a level playing field to compete with the students from higher ranked universities. It is truly an eye-opening opportunity. Although we did not rank in the top three for the 24 hours case round, we have learned a lot from the other teams," said James Koo.

"We will incorporate the feedback from the judges in our future case studies and ensure that our journey of international competitions will not end here.

Still, experience is the most valuable thing we have gained throughout these seven days of competing with the other eight international universities. As the saying goes, medals can rust but experiences will last!" he said.

All in all, team UCSI did their best in the ABCC being the first university in Malaysia to be selected for this international competition. FoBIS aims to participate in more international business case competitions in 2019.



Introducing Team UCSI: Members of the team ready for the challenge.

-Photos courtesy of Assistant Professor Foo Fang Ee (FoBIS) and ABCC committee-

WORLD DIABETES DAY



► Free health screens for the public.

Hundreds of shoppers at Sunway Velocity Mall had the opportunity to get free health screening for diabetes at an event jointly organised by UCSI University and the National Diabetes Institute (NADI).

The event aimed at educating the public on prevention, management and complications involving the disease.

UCSI University's Faculty of Applied Sciences dean Associate Professor Dr Bimo Ario Tejo was present to officiate the event.

At the health-screening booth, visitors received free screening for plasma blood glucose, cholesterol, blood pressure, body fat percentage and Body Mass Index (BMI).

In his keynote address, Dr Bimo said diabetes patients must adopt a healthy lifestyle that comprises a proper exercise regime and diet.

"Over time, most people with type 2 diabetes will require oral drugs and, or, insulin.

"This can be prevented or prolonged to a much later stage in life if one eats right and exercises accordingly," he said.

According to a survey by Malaysia's National Health and Morbidity, the prevalence of diabetes in 1986 stood at 6.3% and increased to 8.2% in 1996.

The survey showed that the existence of the disease reached 17.5% in 2015. It also predicted that about one in five Malaysians would be diabetic in 2020.

"So if the current rate of prevalence continues, there will be a surge in diabetics seeking treatment, which will increase the country's health expenditure substantially," said Dr Bimo.

"The complications arising from diabetes can be plenty. They include heart diseases and strokes; damage of nerves; damage of the retina in the eyes; kidney diseases and failure; foot ulcers; erectile dysfunction; sexual hypofunction in women; miscarriage and stillbirth," he explained.

Dr Bimo pointed out that the initiative to educate the public was vital in order to prevent this deadly disease.

He said that UCSI, in its promotion of the United Nation's Sustainable Development Goals (SDGs), was driven towards creating a profound difference beyond the campus.

Citing that the event fell under the focus of Good Health and Well-being (SDG 3), Dr Bimo praised the initiative and encouraged more of such events to take place in the future.

Universiti Putra Malaysia's Faculty of Medicine and Health Sciences diabetic programme coordinator Associate Professor Barakatun-Nisak Mohd Yusof stated that Malaysia's has the highest rate of diabetes in Asia.

"About 2.5 million Malaysian adults have diabetes. Dietary modifications play an essential role in preventing and managing diabetes; the majority of people with diabetes have not followed the appropriate dietary practices.

"Carbohydrate food influences blood glucose levels faster than protein and fat. Therefore, managing the intake of carbohydrate is an important aspect of diabetes management.

"Glycemic index is used to classify carbohydrate-based food according to its impact on blood glucose level," she said.

Associate Professor Barakatun-Nisak also explained that the higher the glycemic index of a particular food, the higher the blood glucose level and vice-versa.

"Most of our common food is usually high in glycemic index value and therefore, reducing the consumption of such food may help people with diabetes to achieve optimal glucose control.

"This is critically needed as only less than 20% of those with diabetes achieved optimal glucose control," she said.

UCSI University's Nutrition and Wellness head of programme, Assistant Professor Dr Satvinder Kaur, who spoke on metabolic syndrome, also reiterated Dr Bimo's point on practising a healthy lifestyle as a method of preventing the deadly disease.

Associate Professor Dr Patrick Nwabueze Okechukwu from the department of Biotechnology of the same Faculty of Applied Sciences cited a report from the World Health Organization (WHO) that estimated diabetes to be the seventh leading cause of death by 2030.

It is evident, then, that proper diet and exercise are keys in preventing as well as controlling diabetes and one should start adopting healthy eating practices and an active lifestyle from an early age itself. The event brought to surface the many facts about diabetes and was enlightening for all participants.



THE INTERNATIONAL ADVANCED ROBOTIC COMPETITION 2018



Getting Ready:
Students from other universities preparing for their turn.

We live in an age where technology, science and automated systems come together; where mathematical principles and empirical evidence lead us to the innovation and design of structures that ultimately benefit human kind.

The field of Engineering is an example of such alignments. Engineers work to solve technical problems and design solutions that make our lives better. Hence, it is encouraged that students have a practical and hands-on method of learning the subject. Usually, what is learned in the classroom is best followed with related activities which not only enhance learning but also provide a fun and interactive way of understanding complex material.

The International Advanced Robotic Competition 2018 (iARC2018) which was held on November 23-24, 2018 at UCSI University, North Wing was an example of the fusion between theory and practice. These competitions are also held to enable students to build networks locally and globally by sharing new information and ideas.

This event was jointly organised by the IEEE UCSI SB (Institute of Electrical and Electronic Engineers UCSI Student Branch), the IEEE UTP SB (Institute of Electrical and Electronic Engineers Universiti Teknologi Petronas Student Branch), Malaysia and the IEEE RAS (Robotics and Automation Society) Malaysia Chapter.

This competition aimed to benefit students by equipping them with the ability to synthesise issues and communicate effectively with diverse audiences, developing and practising skills required in the engineering workplace.

Also, the iARC was organised to harness the best of engineering and science students globally to compete in a friendly and challenging team-based Robotics event.

The theme of the competition was 'Sustaining the Environment Through Reforestation'. The competition involved the use of autonomous robots to pick objects that represent trees and place them in appropriate place to mimic the act of tree planting (reforestation). The winners of this competition would be determined based on the maximum scores acquired during the event.

According to its mission statement, IEEE's core purpose is to foster technological innovation and excellence for the benefit of humanity. Its vision is to be essential to the global technical community and to technical professionals everywhere, and be universally recognised for the contributions of technology and of technical professionals in improving global conditions.

In 2018, UCSI University being the host of this competition, continues to provide a platform for Malaysians and international participants to showcase their knowledge and skills in Robotics.

The rules and regulations of the Robotic competition were set by UTP's Associate Professor and IEEE Robotics and Automation Society (RAS) Malaysia Chapter chairman Ir Dr Irraivan Elamvazuthi along with UCSI University's Assistant Professor and IEEE RAS Malaysia Chapter vice chairman Dr Mohamed Khan Afthab Ahmed Khan.



UCSI University student Haider Mohammed Haider working on his robot for the competition.



UCSI students engrossed in their robotic project.

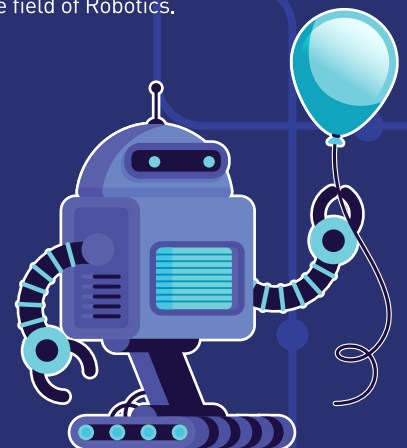
There were 14 teams both local and international. Each team was given two minutes for the initial setup and then 10 minutes for their actual game where they were supposed to pick up badminton shuttle cocks (replicating the trees), four of them of the same height and the fifth one a bit taller, from the starting zone.



Attention To Detail:
Students ensuring their robots perform well.

Points were awarded based on the number of trees picked up and proper placement on the poles. The top three teams won trophies and medals together with certificates - UCSI Robotic Club team winning the bronze.

Overall, the competition built on the creativity and innovation of the students while giving them the opportunity to learn new ideas, skills and gain valuable knowledge particularly in the field of Robotics.



IVAN LAM TELLS HIS STORY



Ivan Lam, lecturer at UCSI's De Institute of Creative Arts and Design, at the opening of his solo show Vanity Project X in 2016 at Kuala Lumpur.

Growing up, have you always had the ambition of being an artist? When did you realise this was your calling?

I never had the ambition of being an artist when I was younger. I realised this was my calling while doing my degree in America during my freshman year. It was my first time in a country that snows. It was scary and at the same time exciting not to have any family members with you and not knowing anyone there. It was all in all a character-building experience. It made me realise my strengths and weaknesses.

Art is becoming increasingly subjective. What, to you, constitutes a good piece of art work?

It must be able to first arrest your attention, as that fades, you will be drawn to other aspects of it, the concept, the thinking behind it and the messages it tries to convey. It should never fade with time but should get stronger as time passes.

What brought you to UCSI and how does the University differ from others in terms of the Faculty?

UCSI is unique in a sense that the faculties are constantly growing and evolving but at the same time there is a closer bond knitted between the students and staff. It is the simple things like making an attempt to call

students by their names; giving them a smile to liven them up and going the extra mile to make them feel at home and comfortable, as many are from overseas. I strongly believe that only when students are settled and comfortable they will excel in their studies.

What was your inspiration especially in the Louis Vuitton collection?

The many generations of women in my life. My daughters, my sisters, my mother and my grandmother. They are all valiant and brave characters in my family. They represent all the values that I wish to emulate and honour. Without any one of them, I would never have gotten this far.

Tell us more about your experience in the Hong Kong Art Basel fair.

It was such a challenge from the get-go. To get into the fair, to submit your proposal, to finally do the artwork and getting the artwork there. It was the first time a Malaysian gallery was selected to participate. It was also the first time for a Malaysian to have a solo show there, so the expectations were high.

Tell us your thoughts on the art industry in Malaysia and how it has advanced.

It has advanced by leaps and bounds for the last two decades, but certainly there is much room for improvement. For one, art education needs to better prepare students for the art industry. As for the art industry, it needs to cultivate the healthy habit of matching its ambitions with what is expected.

Tell us about your experience teaching at UCSI and what you have gained from it.

Seeing my students grow and gain knowledge is my greatest joy teaching at UCSI. They inspire me to be a better person, as an artist and also a lecturer.

How do you balance your career and being a father?

I take on many hats, but family is the cornerstone of me being an artist. Without an anchor, I would be a kite in a proverbial thunderstorm. There is a time and place for everything. I am disciplined enough to abide with that. You have got to stick to the master plan diligently. Keep all different hats separated. You can't please everyone by being everything. You just go to be true to yourself first and work your way out.

What are your future plans as an artist as well as an academician?

To come up with better shows and further develop my teaching skill sets. Research, research and more research. Be it reading, experimenting, or trying out new things....for the quest for self-betterment is endless. One has to strive for excellence in every sense of the word.

What do you enjoy most about being an artist?

That I can be anything and anyone I chose to be, therefore I am free. Feelings and thoughts are fleeting. I have to structure them and put my ideas into a concrete arena. The form of my work is not important. What is important is getting the message across. Conveying your feelings and thoughts so others can appreciate your work and glean something off it; have a discourse about it.

What is the most important thing you wish to convey to ICAD students?

There is no shortcut to success, any work that you wish to do, you have to put in the hours.

Ivan Lam shares his passion for art. ◀



A Journey Through The Years

Sidra Al-Talib's story is undoubtedly a source of inspiration to other UCSI students. From high school to university and then to youth ambassador, a graduate and on to a life motivated to help others, Sidra has a purpose to her life which centres on contributing to the community and making a difference.

Sidra came to Malaysia from Iraq when she was six years old, with her family. Her father, Dr Ammar Abdulaziz Majeed Al-Talib, is now an Assistant Professor and Chartered Engineer at the Faculty of Engineering, Technology and Built Environment.

Her memories of UCSI started even before she became a student, back when she used to visit UCSI College with her father and attended UCSI Family Days and Open Days.

She fondly remembers meeting UCSI Group founder and CEO, Dato' Peter Ng who visited her in the Iraqi School in Kuala Lumpur in 2006 to talk about UCSI. Back then, she considered Dato' Peter to be more of an uncle than anything else.

She was inspired by his leadership style which she says, had a lot to do with respect no matter what age or position you held. And after graduating last year in 2018, she is grateful to him for standing by her all through the years.

"Dato' Peter is an inspiration to all of us as youth and graduates who are starting our careers. I have observed the tremendous growth and success of UCSI over the years from Sedaya College, to UCSI University and now to the No. 1 Private University in Malaysia in the QS World University Rankings 2019," she said.

"I have even been to the UCSI International School. This success shows how a leader with vision, persistence, humility and most importantly great teamwork can achieve high goals. I thank Dato' Peter dearly on behalf of the University for awarding me with the UCSI University Trust Education Grant to pursue my dreams, for providing me with the opportunities to be a student leader and to inspire others," she added.



▶ Sidra at a UCSI event "A Day in Arabia" where she gave an introductory speech about Iraq and its civilisations.

While at UCSI University, Sidra pursued a degree in Nutrition and Wellness and she has not looked back since. Her final project involved coming up with a food literacy education programme. Her passion in the field was unbridled as she devised the steps to plan, manage and select what one eats.

"UCSI University has taught me how to learn and think holistically and become a global citizen. More than anything, UCSI has nourished my passion and goals in life to help people live and eat healthily as well as find balance in their life and achieve wellness, because I truly believe that prevention is better than cure" she shared.

Sidra's university life was filled with aspirations and achievements. She was selected to be the marketing director of U-Schos (UCSI Scholar's Circle) where her skills in leadership, project coordination, marketing and planning were polished. She was able to use her connections to collaborate and invite organisations, student leaders from different universities to attend U-Schos events,



Sidra giving a talk on nutrition at a refugee school.

meet potential leaders, CEOs, politicians, ministers, celebrities, civil society and advocates.

"U-Schos has changed my way of thinking and opened my mind to new horizons. I was able to work with the top student leaders and scholars in the university. Ms Shannen Choi, head of UCSI University Trust, taught us to dream big, get out of our comfort zone and become youth beyond boundaries," she said.



(left to right) Dato' Peter Ng, Dr Ammar (Sidra's father) and Sidra at UCSI International School.

Sidra also became the Youth Ambassador of UCSI University in 2014. Becoming a youth ambassador was a good exposure for Sidra as she was able to showcase her talents on a national level. She competed with a large number of student leaders from public and private universities all over Malaysia for three months.



Sidra with Dato' Peter Ng and Dr Ammar at the Iraqi School in KL in 2006.

She also expanded her network with student leaders and CEO's from different industries. Apart from that, she was recognised by distinguished companies in the country such



Proud graduate: Sidra with UCSI Group founder and CEO, Dato' Peter Ng on her graduation day in 2018.

as Maybank, Bloomberg, Chatime, Nandos and Ridpest.

After graduation, Sidra started volunteering for refugees where she taught nutrition and healthy eating. She also gives talks at Malaysian schools including SMK (P) Pudu, on the importance of healthy eating and physical activity among school students. A total of 180 students listened to the talk.

Although Sidra is well on her way to making a difference in the community, she has not forgotten UCSI, where it all started.

In her words, "UCSI is where I realised my aspirations; where I became the principal author of my own story. It is here where one can expect the unexpected and reach goals that were only dreams before."

"Also, all of my humble achievements wouldn't be possible without my parents who supported me and gave me the chance to pursue my

dreams. Thank you also to Ms Shannen Choi who has given me the chance to learn and grow, to all my amazing lecturers who taught me and shared their knowledge with me, to all UCSI supportive leaders for believing in me and giving me the opportunities to excel. I thank everyone who was with me in this journey.

"Thanks again to Dato' Peter for being a great inspiration during my UCSI journey, and congratulations in your successful leadership and achievements in making things happen.

"Lastly, I hold on to the saying by UCSI's Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff, 'Go Beyond; Be Profound: Make a Difference.' This is truly a great inspiration for all educators and students alike," she said.



Sidra at SMK (P) Pudu, delivering a talk about the importance of healthy eating and physical activity.

An Evening With The Stars

WEST SIDE STORY MEDLEY
Leonard Bernstein



▶ A stellar performance by the Dithyrambic Singers who performed a 'West Side Story Medley' and 'O Fortuna'.

UCSI University's Institute of Music (IMus) hosted a celebratory concert to commemorate its standing as a top 100 music school in the world as well as the University's distinction as Malaysia's best private university and one of the world's top 70 universities under 50 years old in the QS World University Rankings 2019.

The evening started off on an upbeat note with guests being greeted with an array of surprises; a magnificent backdrop to commemorate the evening and tiers of celebratory cupcakes, before being ushered and seated in UCSI University's grand Recital Hall. No seats were spared as the distinguished guests were excited to celebrate the achievements of UCSI.

The emcees for the night, Parveen Kaur and Qayyum, kept the energy and anticipation going as the audience looked forward to each spectacular performance. First up, there was Tomato Juice with Aina Abdul who performed Payung Teduh's 'Akad', Daniel Caesar's 'Best Part' and an instrumental version of 'Night in Tunisia'.

The performance that caught everyone's attention was none other than Maxy Chan's medley from 'La La Land The Movie', a famous 2016 blockbuster starring Emma Stone and Ryan Gosling. The motion picture played in the background as Maxy harmonised on the grand Fazioli.

Taking centre stage next was none other than the UCSI Wind Ensemble which gave a performance of "A Suite of Dances" by Tylman Susato and Klaus Badelt's famous "Pirates of The Caribbean" piece.

Founded in November 2018, the UCSI Wind Ensemble is a chamber group that comprises talented and passionate students from the Institute of Music. The group is made up of both classical and contemporary music students with the combination of wind instrument majors and minors, an extraordinary example of unity and melody among students from different walks of life.

The night continued with a stellar performance by the Dithyrambic Singers who performed a 'West Side Story Medley' and 'O Fortuna.' The semi-professional choir boasted an active membership of over 30 singers mainly from UCSI University and Universiti Malaya, under the direction of Ian Lim belting out their last note of Carl Orff's legacy.



Our guest emcees for the night, Qayyum and Parveen Kaur.

Since 2012, the Dithyrambic Singers have been privileged to perform with the Malaysian Philharmonic Orchestra (MPO). Performances include 'Distant Worlds: Music from Final Fantasy' with Arnie Roth, 'Andrea Bocelli's Asia World Tour' with Marcello Rota in 2013, 'Distant Worlds: Music from Final Fantasy' with Arnie Roth in 2014, 'Bizet's Carmen' with Fabio Mechetti in 2015 and later that year 'Mahler's Symphony No. 2' with Benjamin Zander.



Aina Abdul performing Payung Teduh's 'Akad' and Daniel Caesar's 'Best Part'.

The choir was then invited to perform 'Mozart's Requiem' with Andreas Delfs in January 2016, and 'Beethoven's Mighty Ninth' under the baton of Naohisa Furusawa in August 2017. Later in October 2017, the choir joined Arnie Roth for the third time, in 'Final Fantasy 30th Anniversary - JIRITSU' with the National Symphony Orchestra.

The Dithyrambic Singers also collaborated with the UCSI Chorale in 'Mahler Symphony No. 2' in 2016 and the Ola Bola Concert 2017 with the Malaysian Philharmonic Orchestra.

Later, the audience was mesmerised by



The UCSI Wind Ensemble performing 'A Suite of Dances' by Tylman Susato and Klaus Badelt's famous 'Pirates of The Caribbean' piece.

performances by Winnie Ho, Goh Chia-Chien, and Ho Chee Kin (accompanied by Jeremy Yeo) as they entertained the crowd throughout the night.

For the grand finale, the audience was given a one-of-a-kind performance by Dennis Lau who is a Bachelors of Music graduate under the Newcastle Australian Music Degree Programme with UCSI University.

His international collaborations included the likes of Wang Leehom's bassist Jingles and guitarist Jamie Wilson; South Korean singer Lee An; Singaporean singer-songwriter Tay Kwei; Singaporean record producer and songwriter Tat Tong; producer and

singer-songwriter Hanjin Tan; Taiwanese singer David Tao; and more.

Dennis is also a familiar name among Malaysian royalties as well as influential figures in the country as he has, on numerous occasions, performed for Tun Dr Mahathir, Yang di-Pertuan Agong Sultan Abdul Halim Mu'adzam Shah, DYMM Sultan Azlan Shah and his mother Toh Puan Besar Khadija Toh Indera Wangsa Ahmad.

Today, Dennis is an accomplished musician with many years of experience as well as awards under his belt, including the Malaysian Book of Records, the Brand Laureate Awards, McMillan Woods Global Awards, the ASEAN



Maxy Chan performing her medley from 'La La Land The Movie' which melted the hearts of the audience.

Retail-Chains Franchise Federation Awards and more.

And known for his electric violin performances, Dennis did not hold back and performed flawlessly that evening.

It was indeed an evening to be remembered as the audience left with the melodious music still ringing in their ears and the performances etched deeply in their minds. No doubt, IMus has a lot to celebrate and this evening exemplified what it has achieved over the years and mirrored what is yet to come.

- Photos courtesy of Too Yun Fei (SABE) -



(left to right) Hasan (Dr Ammar's son), Dato' Peter Ng and Dr Ammar.

ACTIVE BURNING CALORIES DAY 2018



Top 10 finishers of the 'Buddy Run' category.



Group photo of the ABC Day 2018.

Organised by the UCSI University Pharmacy Student Association (UCSIUPSA) and the Faculty of Pharmaceutical Sciences every year since 2013, Active Burning Calories Day or more commonly known as ABC Day is an event where students and the public can come together to exercise and unwind after a long week.

Participants also contribute to a good cause, as the funds generated will be used by UCSIUPSA for other events such as the annual Public Health Campaign which serves the public with FREE health screening and wellness awareness.

This year, participants were given more choices. In addition to the usual running activity with a total of 216 runners, 60 participants also had the opportunity to participate in body combat which was held after the run. This martial arts inspired workout is a unique cardio class that combines aspects of karate, boxing, taekwondo, Tai Chi, and Muay Thai, burning up to 750 calories in just an hour.

Participants were categorised into three groups namely the 8 km individuals in Pink shirts, the 5 km buddies in Maroon and the 5 km individuals in Blue. Approaching 7am, the horn was sounded by Osama Helweh, Faculty of Pharmaceutical Sciences lecturer and the 8 km individual run was under way.

Foo Jun Kit, a long-time runner clocked just under 43 minutes to be crowned the champion. As they approached the finish line, participants were exhausted and some

looked as though they could go another round; but everyone had the look of satisfaction on their faces.

At around 9.30 am, Faculty of Pharmaceutical Sciences dean Assistant Professor Dr Mogana Sundari Rajagopal arrived signalling the start of the prize giving ceremony. The victors were thrilled when they received their medals and the congratulatory certificates.

There was a touching moment during the prize giving ceremony when Hasan Tayem and Moaz Akawi went to the stage to receive their medals. Although Hasan is visually impaired, he still managed to cling to the 2nd place together with his running buddy. After the ceremony, participants and organising committees gathered around the main entrance stairs for a final group photo.

By 10.30 am, participants of the body combat started arriving at the Multi-Purpose Hall. Not long after that, the two body combat instructors from CHi Fitness, Liao Shen Lun and Kingsley Fork also arrived. It didn't take them long to start warming up and from their fluid movements and enthusiastic expressions, you knew they were ready.

"Left jab, right jab, upper punch, side step, again!"

These were the directions from the two instructors. After a short break, they continued with a different set of moves for about an hour.

After that, Osama Helweh presented a token of appreciation to the two instructors. A group photo was taken and with that, ABC Day 2018 was officially over. The hard work of all who dedicated their time and talent into the event was clearly evident by how much fun everyone had that day.

"Organising the ABC Day event this year was quite a challenge for us because there were two major changes in the procedure and this caused us to delay the event from March to September," said Leong Mun Yee, the organising chairperson.

"Fortunately, my team was very supportive and we managed to persevere. Another factor that motivated us was because this event occurs annually, we wanted to make sure it would continue that way. Although we didn't hit our target number of participants, I am still grateful that we got through and made the event a success.

"Finally, I would like to use this opportunity to thank every person involved and also those who supported us," she added.

Overall, the event proved to be exciting and engaging while encouraging the participants to stay fit and healthy and have a good time as well.





A group photo of 'Feel The Beat 2.0'.

ZOOM IN TO ZUMBA

Marrying together Salsa, Flamenco and Merengue among others with lunges and squats, founder Alberto 'Beto' Perez pieced together Zumba to feel more like a party than a serious workout; which is probably its strongest point. Set to upbeat music and a colourful carefree atmosphere, the high-energy session featured fun choreographed dance numbers that melts fat, strengthens the core, and improves flexibility.

Burning an average of 369 calories in 60 minutes, (more than cardio kickboxing or step aerobics) it's no wonder this Latin-inspired dance workout is now one of the most popular group exercise classes in the world.

Intent on shaking things up on campus, UCSI's Faculty of Pharmaceutical Sciences organised 'Feel The Beat 2.0'. Touted as a 'getaway from notes and assignments' and in line with Zumba's primary motto of 'Ditch the Workout, Join the Party', the gathering provided a fun and enjoyable social environment regardless of one's level of fitness.

Less about achievement and progress and more about having fun and making connections, the funky routines release stress; improving physical and mental health in the process.

The Faculty invited Zumba instructors and trainers Ruthdigie M. Mayakrishnan, Morteza Sheikholeslami and Ali Alamipour for a special forum on Zumba choreography as well as the correct way to exercise and the traits of a proper, beneficial diet.

It was revealed during a special demonstration by the trainers that Zumba shifts between high-and low intensity dance moves designed to get the heart rate up and boost cardio endurance. Many of the steps used in routines emphasise the hips and midsection to help strengthen the core.

The jumps and lunges that are part of the choreographed movements help work the quads and hamstrings, ideal for building muscles in the arms, legs, and glutes. Besides being an ideal method to lose weight, Zumba also helps lower risk of heart disease, reduces blood pressure and bad cholesterol, and boosts good cholesterol.



Trainer Ali Alamipour coaches one of the participants.

Zumba also makes for a safe, positive and an altogether inclusive space for everyone to enjoy themselves. Known as a 'no judgement zone', workouts are more often than not focused on having a good time instead of who's the best dancer or who's the fittest person in the room.

The essence of the workout is to focus on your body and what it can do while encouraging you to feel good about your body, rather than focusing on actively trying to change your body. This makes for a feel-good body-positive vibe which plays an important part in the development of confidence and self-esteem.

The response was overwhelmingly positive where all 114 faculty members and students left the hall with a whole new outlook on the importance of exercise to health and fitness. They thoroughly enjoyed the fun and energy-boosting workout as well as the infectious music.



Having fun while doing the Zumba.

The Season of Peace



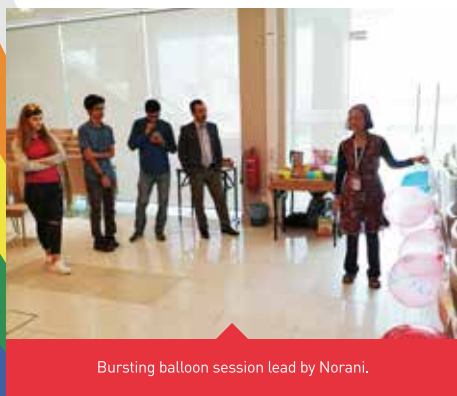
Group photo: The Peace Ambassador Workshop.

The Peace Ambassador Workshop organised by The Blue Ribbon and UCSI Group was held at UCSI University on December 8 and 9 2018. The goal of the event was to bring people together despite different cultural backgrounds, religions and nationalities.

The participants included students from UCSI University and the International Islamic University Malaysia, representatives from Malaysia Hindu Sangam and refugees from the United Nations High Commissioner for Refugees (UNHCR).

According to the coordinator, Norani Abu Bakar, the workshop serves as the first step of a larger plan of The Blue Ribbon. The workshop binds people together through simple, less costly activities and games that encourage the participants to share their thoughts and ideas in a group so that everyone can understand each other better.

Some of the action-based activities such as bursting balloons, modelling ethnic attire and charades amplified the interaction among the participants and strengthened the bonds between them. After each activity, Norani explained the purpose of the activities and how it could help in spreading peace to others. She explained that the



Bursting balloon session lead by Norani.

activities created peace from within oneself. The workshop itself began with an activity about oneself before proceeding to more subjective topics.

Apart from that, she also elaborated on the "plan" of The Blue Ribbon. She stated that there are three levels in this plan. The first level, which is the workshop, brings together individuals from diverse communities. Level two is more towards the community, going in groups to spread peace to others. Level three is to invite representatives from different countries to share ideas on peace and learn in-depth about cultural approaches.

In the workshop, she motivated the participants, making them think outside the box with questions such as "How do we live in peace when we are so different?" She also shared personal stories that encouraged others to hold onto their beliefs despite the chaos and atrocities happening in the world we live in today and that a peaceful and loving world exists in the future.

In one of the stories, she talked about her experience going to a middle school in Afghanistan, where she and her team tried to spread hope and peace through cards with written peaceful messages.

However, she was stunned by what she described as 'a million-dollar question' when one of the students in the school asked her about how to retain hope when people in the country are being murdered every day. It broke her heart to see how hopeless the child felt. So, she gathered her thoughts and came up with an answer to this 'million-dollar question'.



Participants wearing their hand-crafted traditional costumes.

She replied "Hope belongs to everyone. It's like dreams. No one can take it from you."

"Forty years from now, you will be my age and you will stand in front of young people, and you will tell them what we did today. And by your time, there will be no more war in Afghanistan," she added.

Norani's stories inspired and impacted the participants as the refugees also shared the struggles of their countries to everyone. A representative of Malaysia Hindu Sangam also voiced her opinion on peace.

Norani ended the workshop with another inspiring story. She told the participants a story of a person who did a lot of unforgivable bad deeds. However, the bad person was able to open up his heart and show kindness to those who were in despair. The story she told was a message for everyone to understand that all human beings value peace and even the worst of people can have peace in their hearts.



Participants blowing balloons for one of the action-based activities.

- Photos courtesy of Jason Khoo (FOSSLA) and Issac Cheng (FETBE) -

IN THE SPIRIT OF GIVING



"Educate yourself on cancer. Cancer knows no religion, race or colour. It can happen to anyone of any age. And, you are not alone. If you are facing cancer alone, seek NCSM. We will assist you in any way we can."

These were the statements voiced by Petronilla Joseph, coordinator of the National Cancer Society of Malaysia's (NCSM's) Children's Home of Hope.

In the spirit of giving, UCSI University's Faculty of Business and Information Science (FoBIS) collaborated with Worldgate Global Logistics Ltd to bring hope and joy to the children of the Home.

Worldgate and UCSI have been long-time partners as the company posts various internship opportunities for UCSI students. It is through this solid bond that UCSI and Worldgate discovered that they both share a common interest, which was to give something back to the community in any way they can. Thus, they were encouraged to organise this Christmas Carnival.

The carnival was the first ever Corporate Social Responsibility (CSR) project jointly organised by FoBIS and Worldgate within a short duration of time. Thankfully, through persistence and dedication from both sides, a sufficient amount of donations and contributions such as food, gifts and groceries were successfully collected.

The carnival began with a brief introduction by the coordinator of the Children's Home of Hope, Petronilla, followed by some light-hearted ice breakers. Then, the children enjoyed a scrumptious lunch, sponsored by FoBIS.

Next, they had a gift giving session, where one of the Faculty members dressed up as

Santa Claus and gave presents to the children as well as their siblings and family members in celebration of the Christmas season.

At the end of the carnival, Faculty members and Worldgate bade their goodbyes to the children as they got ready to take a nap. Petronilla thanked everyone for their kind-hearted visit and support.

Through this Christmas carnival, faculty members were able to talk to Petronilla and understand in-depth what cancer patients go through especially children between the ages of 3 months to 19 years. Petronilla also explained some of the challenges that NCSM faces especially in transportation.

"Even if the hospital is just five minutes away, it can be hard for the children to come back to the centre because they will have no energy after their treatment. And sometimes, it might rain or something else unpredictable happens along the way," said Petronilla.



Group photo at the Christmas carnival.

The future of these children made the staff reflect on their own personal beliefs and what is most important in life. It was indeed an eye-opening event.

"We have to do more community service. Of course, we are already in the service industry by sharing our knowledge with the students—that's what we do. But, we realise that's not the end of serving. It is also about bringing hope to people who need our support and our encouragement in some way," said Accounting and Finance head of department, Radha Nair.



Happy Day: One of the children displaying her art work.

After the success of this memorable event, UCSI's FoBIS and Worldgate have agreed to organise and participate in more CSR projects in the future to spread the movement and encourage others to lend a hand to those in despair.

Radha added that the aim was to get FoBIS involved in these kinds of activities to get hands-on experience and also know more about community service. In future, students themselves will get the opportunity to be involved in CSR projects such as these to help the community and increase their awareness on CSR itself.



Fun times: Playing musical chairs with the children.

- Photos courtesy of Choy Kah Yung [FoBIS staff] -

Architecture Today



Vern presenting on Chinese funerary architecture in Kuala Lumpur.

For UCSI's top Masters in Architecture student Hoo Qiow Vern, her interest in Chinese funerals and particularly the emotions that arise in such occasions further implored her to do research on this subject.

She presented her paper entitled "An Evaluation Of Chinese Funerary Architecture In Kuala Lumpur From The Perspective of Spatial Experience, Emotional Inclusion and Sensory Perception" at the Conference on Regional Architecture and Built Environment 2018 held in conjunction with the UKM Integrated International Conference on November 13 and 14, 2018.

"Death is a sensitive topic and most often, the emotions of the bereaved family are overlooked. In my paper, I wanted to investigate the significance of funerals as most spaces are designed for functional purposes rather than based on emotions," she said.

"There is no privacy and room for expressions and the bereaved family is often uncomfortable," she continued.

According to Vern, Chinese funeral rites are divided into four stages, which are – Entering

the Wood, Funeral, Burial or Cremation and Worship. She also explained that these stages include feelings of denial, acceptance where sadness is forgotten and perhaps the saddest part, the cremation. Finally, there is full acceptance.

In her study, she notes that funerary architecture in Malaysia has undergone a transition – from large scale cemeteries to vertical columbarium complexes as a result of land shortage and rapid urbanisation.

She conducted a structured interview with the administration manager in Kwong Tong Cemetery Park to obtain a general understanding of funeral rites as well as the impact of ritual transformation.

Two modern columbaria complexes were engaged as case study buildings to examine the quality of the space based on the framework. They were Kwong Yi Tower and Nirvana Life Memorial Centre.

To her, despite the variation in tangible elements, both columbarium complexes suffer in terms of addressing the emotional needs of users. Aside carrying out the rituals, the genuine need of the grieving

families should become the priority of funerary design.

In her opinion, as funerary places are used and visited by various groups of people, mixed emotions might arise within one space. Some of the bereaved members would like to express their grief by talking to relatives and friends, whereas some of them may refuse to show their emotions in public.

Thus, both communal space and transitional spaces are needed for them to heal the grief. In addition, the quality of these spaces should be fully taken care of.

Hence, Vern concluded by saying that rather than emphasise the aesthetic and physical appearance of the building, funerary architecture should provide comfort and peace to the living by designing a built environment based on human spatial experience and addressing the emotions as well as sensory perceptions.

Tan Eng Ying was also among those who presented her paper which was entitled "Identifying Spaces For Religious, Cultural and Modern Rituals of Low Income Community Housing in Malaysia: Case Study of Salak South Flats, Kuala Lumpur."

"Essentially, my study deals with the rehabilitation and rejuvenation of low cost housing bringing back the value of the community, memories and intergenerational knowledge," she said.



(left)Hoo Qiow Vern with Tan Eng Ying just before their presentations at the conference.



A Proud Moment: UCSI's Master in Architecture students along with Professor Tajuddin at the conference.

In her paper, the Salak South Flats in Kuala Lumpur were selected as a case study to identify the important communal spaces such as for religious events, cultural activities and modern rituals of residents daily.

Eng Ying's findings show that there is the need for a proper designated space for religious or cultural related activities and events for Salak South Flats. Public or semi-public spaces in Salak South Flats are facilities of equal importance and should be planned meticulously to ensure communal and environmental sustainability.

The common space should be designed to fit the needs of the specific community. A common space or multi-purpose area is needed for all kinds of religious and cultural activities during special days, and it is also a resting area or places for sports during other days.

For the individual unit, a specially designed extended area at the common corridor should be introduced. This is for residents to

have a more proper space to perform their daily rituals without obstructing the corridor and causing danger or inconvenience to other residents. This would also encourage social interaction among the neighborhood by creating an extended verandah space.

The importance of such spaces go beyond providing enjoyment; it can also help avoid anti-social behaviours. Therefore, the success of space planning can play a part in creating a sustainable community and at the same time provide housing needs to the city.

Supervised by UCSI's School of Architecture and Built Environment Professor Dr Mohd Tajuddin Mohd Rasdi, both students were among nine doing the Masters in Architecture programme at UCSI who presented at the conference.

"We need to keep up with the changes and ask hard questions about society. We need to understand issues of society where the rights of individuals need to be considered. The old mode must be replaced with the new - producing people who spearhead designs," he said.

"We need to adopt an attitude of research to face the future where information is combined with experience. Research is important; otherwise one will lose out," he also noted.

According to Professor Tajuddin, people are more discerning now and sustainable designs are instrumental in succeeding in the industry.

"It is all about profession and knowledge. The PhD in Architecture should generate questions and not be a repetitious as the world itself is dynamic. Architecture should also include non-architectural things where there is a deep comprehension of society itself.

"The way forward is to have a mind-set change which will ultimately contribute to nation-building," he concluded.



Professor Dr Mohd Tajuddin Mohd Rasdi: Profession and knowledge go hand-in-hand.

KECHARA SOUP KITCHEN CELEBRATES 10TH ANNIVERSARY AT UCSI

UCSI University recently hosted the Kechara Soup Kitchen (KSK) Society Food Bank Symposium and the non-profit group's 10th anniversary celebration.

Themed "Hunger Knows No Boundaries", the symposium was attended by Tengku Zatasha Sultan Sharafuddin Idris Shah, Minister of Domestic Trade and Consumer Affairs Datuk Seri Saifuddin Nasution Ismail and International Trade and Industry Deputy Minister Dr Ong Kian Ming.

The decennial anniversary celebration included a giant cook-out by 60 UCSI University Hospitality and Tourism Management students and staff, with food items and ingredients sponsored by Tesco.

When delivering her speech, Tengku Zatasha pointed out that she had been a volunteer with KSK some years ago.

"I saw what was happening on the streets and I wanted to help these people back into society," she said.

As a solution to manage food wastage and to simultaneously feed the hungry, Tengku Zatasha said she started her own initiative called Zero Food Wastage seven years ago.

According to her, with the help of the government and the industry, including KSK, the initiative was what she had dreamed and hoped for.

Meanwhile, Saifuddin Nasution lauded KSK for its initiative and encouraged the public to participate in this worthy cause.

Founded by H.E. Tsem Rinpoche in 2006 and registered as an NGO two years later, KSK gathers over 10,000 Malaysians annually to help each other in a multitude of ways.

Some of KSK's initiatives include serving over thousands of meals, delivering regular food parcels to families and helping doctors and other medical personnel treat thousands of patients annually, and even helping with free eye-checks and hair-cuts.

Kechara Soup Kitchen extends from feeding the less privileged to mobile clinics, food banks, upskilling and training for single mothers, job placements and shelter for the elderly.

"While we have grown in scale and impact over the past decade, we have remained true to our original mission of feeding the less fortunate. Hunger knows no barriers, and there are hundreds who go hungry daily in the heart of the Golden Triangle alone," said KSK president, Henry Ooi.



▶ Volunteers and members of KSK with Tengku Zatasha (front row, fourth from left).



President of KSK, Henry Ooi, expressing his gratitude.

"Identifying the hot spots and providing aid in the most respectful and thoughtful manner possible is the ethos of KSK. We are proud of what we have achieved but much more needs to be done," he said.

Other speakers at the symposium were KSK project director Justin Cheah, The Food Bank Singapore's management associate Jessie Tan, Food Aid Foundation operations director

Hayati Ismail, Second Harvest Asia co-chairman Bruce Hall, Good Food Grocer Philippines founder Jomar Fleras and Second Harvest Japan founder Charles McJilton.

The Symposium was followed by an auction organised by KSK for the guests in the evening where items such as used handbags and paintings were sold.

There was also a surprise and generous donation of RM5,000 to KSK by Deputy Minister Dr Ong Kian Ming. A music performance by UCSI's own Dennis Lau made the night even more memorable.



Tengku Zatasha giving a riveting speech about being a volunteer with KSK.



Dennis Lau performing at the celebration.

- Photos courtesy of Chon Kong (volunteer of KSK) -

SHOEBOX CHICKENS AND DUCKS PROJECT



Group photo of participants of the 'Shoebox Chickens and Ducks Project' at PKK Tuanku Bainun.

Essentially, this CSR project was about bringing the countryside ambience back into the city, creating a creative and fun atmosphere for children to learn in.

The project was organised by UCSI's School of Architecture and Built Environment (SABE) in collaboration with Malaysia's foremost artist, Yusof "Gajah" and Pusat Kreatif Kanak-Kanak Tuanku Bainun in Taman Tun Dr Ismail.

82 students, 23 from the Interior Architecture and 59 from the Architecture programmes as well as four lecturers were involved in the project to enhance the learning environment at the children's creative centre.



Speech by the advisor of the 'Shoebox Chickens and Ducks Project', Yusof Gajah.

The objectives were to encourage SABE students to contribute in art-related activities to enhance the learning atmosphere of Pusat Kreatif Kanak-Kanak Tuanku Bainun. It was also to provide a platform for the students and the children to explore and develop their creativity in arts. Furthermore, the project used arts as a tool to promote a conducive learning environment for the children.

By using recycled timber, the students produced chicken and duck sculptures to decorate the garden area at Pusat Kreatif Kanak-Kanak Tuanku Bainun. Each student was given a sculpture for them to paint creatively based on their chosen theme. As a result, 82 colourful chickens and duck sculptures were created each with its own unique character.

Inspired by pixel art, the students tried to integrate this idea into their art project at Pusat Kreatif Kanak-Kanak Tuanku Bainun. Eventually they decided that pixel art graphics in retro games could be manifested in 3D forms.

Figuratively, this project is about bringing virtual reality into a real world environment. After extensive discussions with Yusof Gajah, it was agreed that animal-themed garden sculptures inspired by pixel art would be produced to decorate the Pusat Kreatif Kanak-Kanak Tuanku Bainun.

Chickens and ducks are among the common and widespread domestic animals. They were chosen as they bring back memories and the ambience of the 'kampung' or countryside, where these animals are commonly seen roaming freely. Decorating the garden with the colourful shoebox chicken and duck sculptures created a 'kampung' or countryside atmosphere that promoted a type of 'playful' and 'positive' energy at the children's creative centre.

The project proved to be unique, fun as well as educational and benefited the children as well as the lecturers and students alike.



KIND UCSI STUDENTS WIN KHIND SPONSORSHIPS



Professor Dr Mohd Tajuddin Mohd Rasdi receiving a token of appreciation from Khind Holdings Berhad chief executive officer Cheng Ping Keat.

With the sole purpose of helping the needy while providing a platform for local university students to be involved in the social welfare of Malaysians, Khind Holdings Berhad launched "Projects for Happiness" under the banner of its Khind Starfish Foundation (KSF).

As the chairman of Khind Starfish Foundation, Cheng Ping Keat planned for the "Project for Happiness" to be a major community project of the Foundation. He announced that a fund of RM1 million would be given to support and encourage undergraduates to participate in social and volunteer work, to help the underprivileged in society, and create racial harmony.

With only six themed planned projects which included serving underprivileged communities, education, arts and culture, environmental protection, animal welfare and racial harmony, Cheng was inspired by Kathryn Davis. Davis was an international philanthropist, writer and scholar who set up "Projects for Peace" on her 100th birthday.

After visiting more than 40 universities and colleges nationwide to explain and publicise the "Projects for Happiness" to school administrators, teachers and undergraduates, Cheng found that there were very few students who cared about their society or did volunteer work, and only 5% were willing to do so.

Today, KSF celebrates its fifth year into "Projects for Happiness" and Cheng sincerely feels that it is more blessed to give than to receive. The significance of this project is that it plants good seeds into the hearts of young students and the foundation is hoping these "future leaders" of the country will continue to create harmony and happiness for society.

Participants are required to submit a budget and project proposal with an accent in creativity,

effectiveness, feasibility, sustainability, and cross ethnicity. After being called for an interview, selected candidates would receive funding by the Foundation with a maximum amount of RM10,000 and are required to raise 15% of their own funds from at least 10 donors.

"As a leading private higher education institution in Malaysia, UCSI University is firmly committed to putting the United Nation's Sustainable Development Agenda into practice," said UCSI University's School of Architecture and Built Environment Professor Dr Mohd Tajuddin Mohd Rasdi.

With our 10,000 student population across our Kuala Lumpur, Kuching, and Kuala Terengganu campuses – we see it as our mission to ensure that the university is given a strong role in the implementation of the SDGs," he said.



A Good Cause: In aid of breast cancer.

"To do this, we have launched a series of events, activities and initiatives, which are very much in line with the directions and objectives of the Khind Starfish Foundation. I am very pleased to see two of the projects proposed by UCSI University students selected and sponsored by Khind Starfish Foundation this year," he said.

The first project, Towards Zero Waste – Feel and Heal, led by our student Regina Leong Zhi Ling, successfully created awareness among 100 students and teachers of SJKC Ping Ming



Learning more about the Towards Zero Waste – Feel and Heal project.

(Johor) on how food waste is created from our daily eating habits and how to turn food waste into something useful, such as compost.

Regina, who is working with the Aquatic Science Student Association (AQSA) for "Towards Zero Waste", is currently in her final year of the Aquatic Science degree programme at UCSI.



The MindFlu Project led by Foo Hui Ying (second from right)

She is currently observing and analysing the water quality in the area as part for her final year project. Regina intends to use the outcome of her final year project as among the methods to conduct her ongoing welfare initiative.

The second project, "The Mind Flu Project" led by Foo Hui Ying, focuses on creating awareness on mental health among secondary school students. The programme has successfully assisted participants from different schools to organise related events in their respective schools. The end goal is to bring this initiative to the larger community.

KSF, according to Cheng, was founded to nurture youth to be compassionate future leaders that would drive the country in the right direction. He expressed his gratitude for the support from all the participating companies and hopes that even more will pool resources together to enable "Projects for Happiness" which would benefit and make the world a better place.

- Photos courtesy of Loh Yit Phing and Yap Chee Voon, Khind Starfish Foundation -



Elvin Ong Zheng Shen

*BA (Hons) Logistics Management,
graduated 2015*

Elvin Ong works as a Programme Manager at Foxconn Technology Group in Shenzhen, China. Currently, Foxconn ranks number one in the world for Engineering Manufacturing Services (EMS). Elvin finds his job both challenging yet fun as he coordinates information transfer between customers and the internal engineer team. He was also a SUKMA athlete from 2008 to 2014.

In this column, The UCSI Gazette celebrates the achievements of UCSI alumni. Some are chasing their dreams; either furthering their studies or climbing the corporate ladder. Others are doing what they love and are involved in endeavours which benefit society as a whole. In this issue, we catch up with Elvin Ong, a BA (Hons) Logistics Management graduate, who is pursuing a career at Foxconn Technology Group.

What made you choose Logistics at UCSI?

I was very interested in logistics during high school. Logistics is a very professional field and it involves linkages between one point to another; the whole supply chain cannot take place without logistics. I found that UCSI had a logistics management course with scholarships to support athletes, so I enrolled.

Before Foxconn, you worked at DHL. Tell us about your experience there.

DHL was my first job right after graduating from UCSI. I started as a trade lane specialist at first under the sales department. Being a multi-national corporation, it provided good training and enhanced my leadership skills. It was very good for me as a fresh graduate to take up the challenges it posed.

How would you compare your job at DHL to Foxconn?

I was doing Sales in DHL and Programme Management in Foxconn. Programme Management is more towards operations and we need to know the whole production process from A to Z. The big challenge for me is that I am not from the Engineering background, so I need to learn at least the basics of engineering. It is very challenging and fun and I get to make more new friends.

Please describe what you like best about working abroad.

Working overseas is new and challenging for me. I enjoy working and dealing with people from different cultures. You can also see beautiful places in the world and make new friends. Taking everything as a new challenge, you will feel actually stronger than you think. I feel more confident connecting with people from different cultures.

What part has UCSI played in your achievements?

UCSI helped me prepare myself before entering the real world. Lecturers were nice and did not just teach but shared their knowledge and experiences which made me ready to adapt to the working environment.

What was your experience as a SUKMA athlete?

I represented the state of Johor for SUKMA from 2008 to 2014 under the sport of shooting. I enjoyed being a shooter in the past. Being an athlete, I understand that every achievement is not easy and you need to put in lots of effort to succeed. My ex-coach taught me to do everything "step by step" if I want to succeed in life.

Who has been your role model in your life so far?

My mum, Cindy Koh. She is the most genuine and caring woman in my life. She always gives me positive advice and supports me whenever I feel down especially when working overseas. She gave a lot of guidance and unconditional love. I can talk to her about anything and we share lots of fun memories together.

What is your advice to current UCSI students in achieving their goals?

Enjoy your studies, join in more activities and build up connections. Be confident, and always have a positive mind set. Positive thinking can really get you through the most challenging parts of reaching your goals. Do not be afraid to fail; a person without failure will learn nothing.

What are your future goals and ambitions?

My long term goal is to take on additional responsibilities, and learn to contribute as much as possible to the company and team. I plan on enhancing my skills and continuing my involvement in related professional associations and would like to have the opportunity to move on from a technical position to management.

HOW FAR CAN AN EDUCATION AT UCSI TAKE YOU?

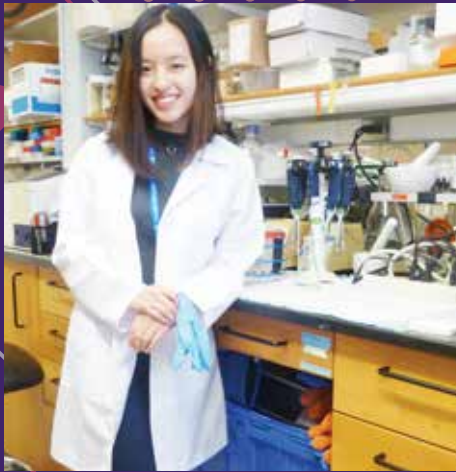
HOW ABOUT HARVARD

UCSI Star Trekkers push new frontiers



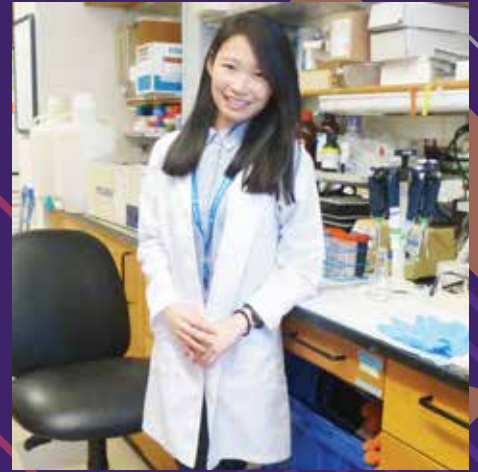
Nicholas Wong Jian Yao
and Kelly Wong Yin Han

2018



Jessica Marian Lee Mei Sze

2017



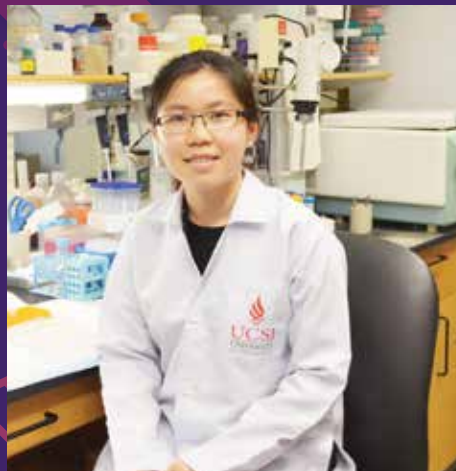
Tay Chee Sin

2017



Tan Jia Wei

2016



Ting Pei Yee

2016



Cherish Chong

2014

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