

*Disciplined Freedom*  
**VERS UNE TRANSFORMATION AUTHENTIQUE**





The Authors Wish to

Thank All Who Have Supported Us,

Believed In Us and Helped Make

Happen This Transformation

Through Disciplined Freedom.

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Wan Norlidah Al Qadri Binti Mohamed Noor, PhD



UMP student, Sharifah on international assignment, reaches a peak of the Himalayas.

# *Disciplined Freedom* VERS UNE TRANSFORMATION AUTHENTIQUE



AUTHOR / EDITOR IN CHIEF  
**DR. WAN NORLIDAH AL QADRI BINTI MOHAMED NOOR**  
Director, International Office

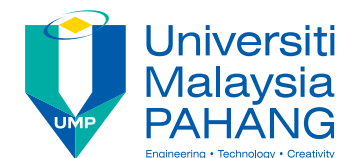
EDITORS  
**NOR ASHIKIN BINTI SULAIMAN**  
Assistant Registrar, International Office

**KAMARLIAH BINTI SELAMAT**  
Administrative Assistant, International Office

**NUR SHAHIDATUL AMIRAH BINTI RAMLI**  
Administrative Assistant, International Office

**SALMI BIN IBRAHIM**  
Office Assistant, International Office

DESIGN & PRINTING BY  
**TIRAI ANJUNG ENTERPRISE**

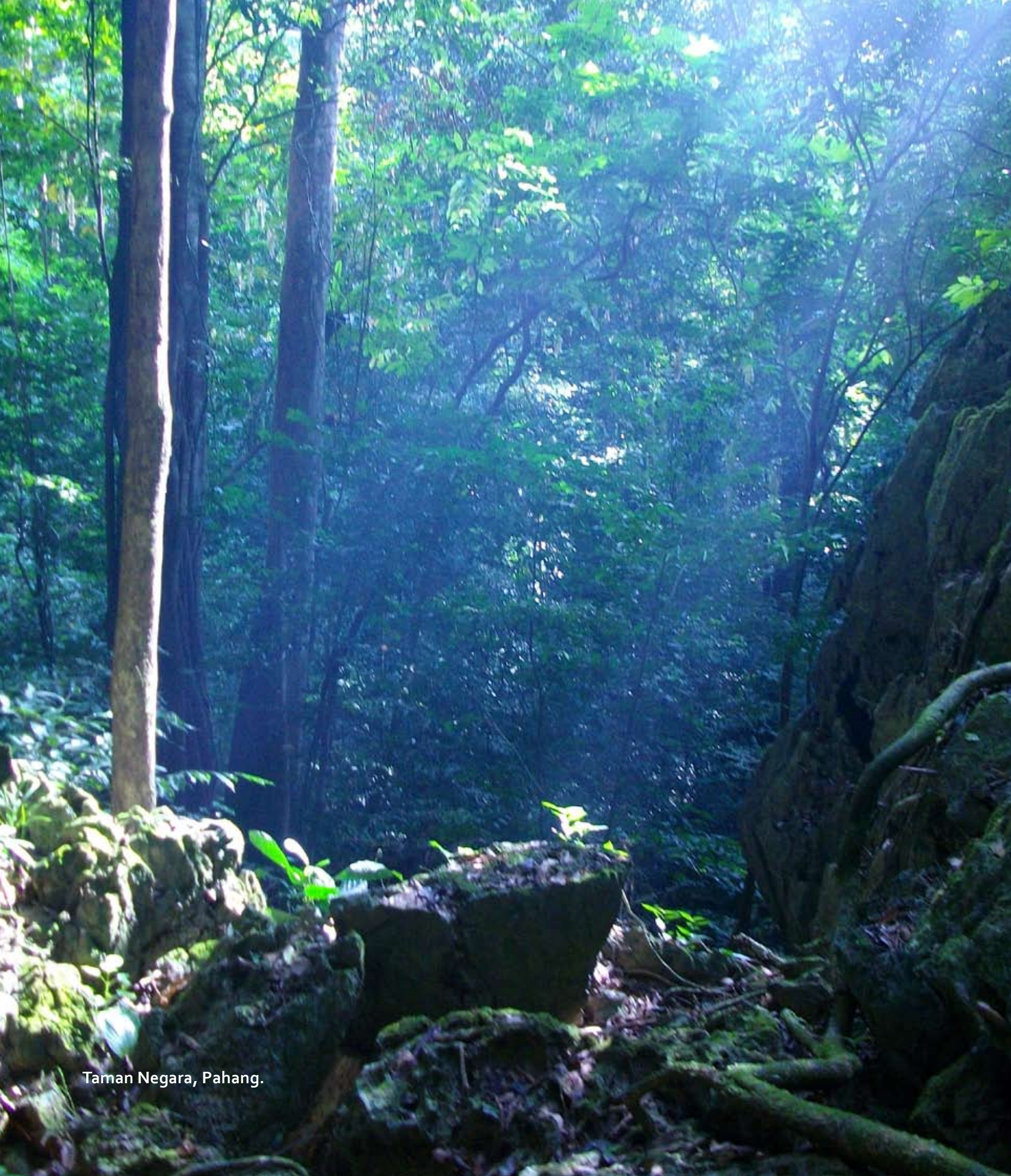


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International Office,  
Universiti Malaysia Pahang, Lebuhraya Tun Razak,  
26300 Gambang, Kuantan, Pahang Darul Makmur.  
Tel : 09 - 549 2631 • Fax : 09 - 549 2698

[www.ump.edu.my](http://www.ump.edu.my)

INTERNATIONAL  
**OFFICE**  
UNIVERSITI MALAYSIA PAHANG



*Dedicated to the students of  
Universiti Malaysia Pahang ...*

The Soul of My Energy

*Specially Dedicated to Mum and Dad...*  
My Strength



1UMP 1World Conference during a meeting.

# CONTENTS

- 01** Introduction
- 03** Institutionalisation Of A Dynamic Policy & Implementation Plan
- 09** Transformational Leadership
- 15** The Nurtured Student
- 25** Performance Versus Participation
- 43** Understanding World Issues & The Need For Strategic Voluntarism
- 61** Exploring The International Nexus
- 71** A Journey Of Transformation, Around The World In One Day

## Introduction

The art of internationalisation resides in the ability to ride global opportunities in the quest for academic substance. Thus, the Internationalisation Agenda, Policy and Implementation Plan are based on dynamic and evolving strategies through consensus and driven by socio-economic-educational impetus.

Internationalization requires openness to different cultures, values, and ways of knowing. This **openness needs to be awakened, nurtured and most of all encouraged by the surroundings.**

The University must respond to the increasing changes brought about by globalization. Today education is without borders. Today knowledge networks span the globe. The response of the University must be one that embraces uncertainty and rides the waves of disciplined imagination. The Glocal **University must not be afraid to succeed** in the realm of universal academic freedom, a freedom defined *by us and for us* ... a guided freedom, thus, named, disciplined freedom.

With disciplined freedom comes the desire to grow. With the desire to grow comes awareness of the opportunities for growth. With this awakened awareness comes the awakening for transformation.

*Disciplined Freedom Vers Une Transformation Authentique* is an illustrative book that presents the journey of the UMP International Office since its establishment in January 2009, and particularly upon the appointment of the first Director of the International Office in March 2010, who was tasked by the Honourable Vice Chancellor of Universiti Malaysia Pahang to set the pace and drive the agenda for internationalisation of the university.

Most of all, this book illustrates the need for freedom and the need to **have faith in our youth** and those who make up the university community thus, those who shall colour this university with an international flavour.



UMP Internationalisation Programme – Around the World in One Day 2010 participants.

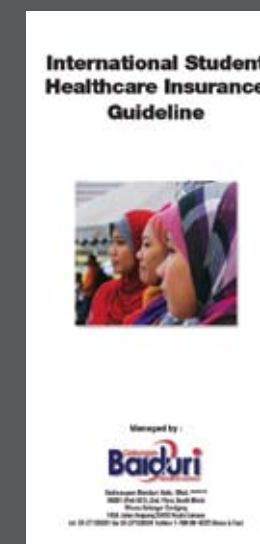
# Institutionalisation Of A Dynamic Policy & Implementation Plan

The International Office Team developed the Internationalisation Policy entitled "Bringing the World to University Malaysia Pahang in the Quest for Global Citizenship". The Policy was fully endorsed on the 14th July 2010 and launched on the 8th August 2010.

**Documentation and institutionalisation are processes that ensure efficient and sustained implementation.** There are three key elements that define the implementation process: the development thrust; the initiative; and the impact level. The development thrust identifies a specific capacity to be developed. In the case of the UMP Internationalisation Policy, there are three development thrusts: technical skills and expertise; informed decision making capacity; and **attitude as a basis for innovation and creativity.** The initiative is the activity carried out aligned to the specific development thrust. The number of initiatives presented in the implementation plan should increase as the implementation develops over time. These initiatives should impact the community of the university. There are **seven impact levels: exposure; awareness; awakening; experience; competency; expertise; and intellectual leadership.**



YAB Tan Sri Muhyiddin Mohd Yassin, Deputy Prime Minister of Malaysia impressed with UMP's involvement and documentation of activities within the framework of UNESCO.



As the first Director of the International Office UMP, Dr Wan Norlidah inculcated the need and passion to document. This included the policy, programmes, activities, achievements and especially meetings, thus ensuring, not only promotion of UMP to the world, but most importantly, participatory leadership through involvement of the university community.



The UMP Internationalisation Policy was the first of its kind in a Malaysian University and highly praised by other local universities and the ministry. *Top:* YH Professor Dato' Dr Daing Nasir, Vice Chancellor UMP launching the Policy. *Bottom:* International student refers to the Internationalisation Policy pamphlet. *Opposite page:* The UMP Internationalisation Policy was produced in an easy to carry booklet and pamphlet. In order to promote the policy to the university community in particular the students, international and local alike, the International Office Team used caricature designs of themselves.

The Policy on Internationalisation, Universiti Malaysia Pahang entitled "*Bringing the World to Universiti Malaysia Pahang in the Quest for Global Citizenship*" was conceived within the framework of **three ultimate goals**: first, to yield a university community comprised of individuals who are global citizens with a first class mindset driven by the passion to provide engineering and technical solutions through an innate commitment founded on voluntarism; second, to bring the world to Universiti Malaysia Pahang to create a total campus experience that is characterised by an international reputation, international environment, and international engagement; and third, to position the internationalisation effort as a platform for the acquisition of funding, grants, returns, sources of income and financial rewards for the University and the university community. Each goal of the Policy has a set of **objectives** which allows focused implementation and targeted outputs. These are:

**Objective 1.1**-To develop the students towards being global citizens with a first class mindset driven by the passion to provide engineering and technical solutions through an innate commitment founded on voluntarism;

**Objective 1.2**-To develop the academicians / researchers towards being global citizens with a first class mindset driven by the passion to provide engineering and technical solutions through an innate commitment founded on voluntarism;

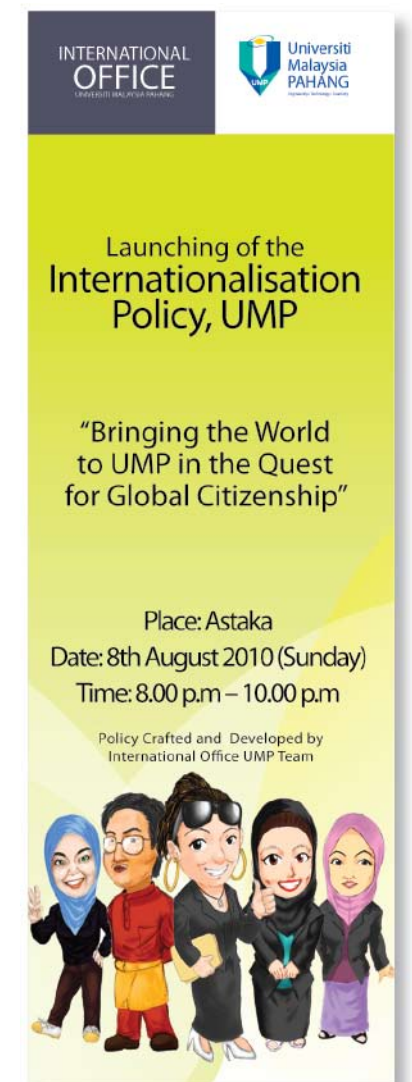
**Objective 1.3**-To develop the administrators to be an enabling factor towards the creation of global citizens with a first class mindset driven by the passion to provide engineering and technical solutions through an innate commitment founded on voluntarism;

**Objective 2.1**-To pursue international reputation through activities such as branding, marketing, prospecting, international recognition, and increasing the number of international strategic partners;

**Objective 2.2**-To create and sustain an international environment at the campus of the University through activities involving all levels of individuals as well as improving the physical facilities and system;

**Objective 2.3**-To nurture and cultivate an innate commitment that underlies international engagement towards providing real solutions on global issues and humanity;

**Objective 3.1**-To provide opportunities for UMP to acquire funds through research grants, consultancy, and other sources as well as providing opportunities to generate income through internationalisation activities.





Photos: UMP Internationalisation Policy and Programmes Official Launch. The UMP Internationalisation Policy was fully crafted by Dr Wan Norlidah and team. The Policy and the six Internationalisation Programmes were endorsed by the University in July 2010 and officially launched by the Vice Chancellor of UMP in August 2010.

In order to efficiently drive the Internationalisation Agenda, the International Office has a programme specific agenda. Six **Programmes for Internationalisation** were endorsed by the University Malaysia Pahang to carry the Universiti Malaysia Pahang Internationalisation Agenda :



**ISSUES GROUP**

This programme is a technology platform for the horizontal development of science, engineering and technology towards providing solutions for humanity. Three Global Issue Groups have been initiated: the Food Security Group; the Water Resources Group; and the Entrepreneurship as a means to Eradicate Poverty Group.

**GLOBAL CORPORATE SOCIAL RESPONSIBILITY PROGRAMME**

This programme promotes voluntarism and global outreach within the framework of tertiary education and research.

**INTERNATIONAL INDUSTRIAL NEXUS**

Emerging technologies and new knowledge bring with them waves of uncertainty and the need for flexibility and adaptability within the global industrial landscape. This can only be cultivated on the field. The International Industrial Nexus is all about bringing UMP youth to real life industrial situations, thus allowing global industrial experience to carve the character of UMP graduates.

**AROUND THE WORLD IN ONE DAY PROGRAMME**

A continuation of efforts in student mobilization with objective to provide UMP youth with global exposure and the ability to project their opinions within a global and international context.

**1UMP, 1WORLD CLUB**

A student's club driven by the International Office with membership and leadership comprising of international and local students at preparatory study level, undergraduate level and post graduate level. This programme is conceived as catalysis for creativity of UMP youth within global frontiers.

**PARENTS LECTURERS ASSOCIATION**

This platform should provide avenue for dialogue and a gateway for parents of international students to offer support, opportunities and ideas to our university.

# Transformation Leadership

The International Office UMP has a fluid and dynamic role. Established on the 5th January 2009, the International Office became the one-stop department responsible for the management and facilitation of all Universiti Malaysia Pahang internationalisation initiatives and procedures.

With the appointment of the first Director on the 15th March 2010, the International Office, took their assignment to the next level, with the task to put forth the university agenda for internationalization, namely to conceptualise, to institutionalise and to implement internationalisation across the Universiti Malaysia Pahang.

Reporting directly to the Office of Vice Chancellor, the International Office has played a key role at three distinct levels: Firstly, in the conceptualization and driver of the Internationalisation Agenda; Secondly, as an enabling factor or a supportive role in international programmes and activities of other departments or faculties; and Thirdly, as an internationalisation tracking system for the Office of Vice Chancellor.

The pathways of knowledge, of exposure and of disciplined imagination should lead to enrichment, not merely for the student but also for those who build these pathways. Thus, under the first Director, the International Office set the pace to offering international experiences that would shape the values that define the Universiti Malaysia Pahang graduate, academician and administrator.

The future is not about emerging markets, it is more about emerging capacity. The question is: capacity for what? There are three elements necessary for progress: knowledge, technology and trade. We need platforms and systems that can ride change not the other way around. The versatility of the system comes from the man at the helm. The journey of disciplined freedom is in his hands.



**Transformational leadership is about catalysing growth in others. *Top photo:* During the term of Dr wan Norlidah, it was common for the International Office to accomodate students as junior officers into the team. Seen here, from left, Qusyairi, Azura, Hafizah, Iqram and Asyrak.**

***Bottom left:* Director with Arman, Senior Assistant Registrar in a post-meeting discussion. *Middle:* The Director insisted on the need for continuous education and training. Seen here, Salmi, Office Assistant during 'kursus luar'. *Bottom Right:* Mohd Najep, Administrator from the Faculty of Industrial Science & Technology was a sincere bridge who ensured that the Director was able to balance her International Office responsibilities with her academic responsibilities which included post graduate research and supervision and undergraduate course development and lectures.**

**Opening up opportunities...this is an art.**

Transforming envy into desire, that is a challenge. The metamorphosis of the individual on the waves of uncertainty and on the basis of disciplined freedom is a journey. Each individual takes his future into his own hands, and in the process contributes to the transformation of his environment.

**The ability of a transformation leader resides mainly in his capacity to awaken, provoke the emergence and harness the capacity of those who stand, not only behind him, but also beside him and in front of him.**

Yes the transformation leader knows that at times he must command from behind. This requires true leadership skill and true loyalty and admiration from those following from in front.

The leader needs to constantly perceive the equilibrium which enables the reaction to move towards a higher capacity level. The transformation leader needs to push the balance towards progress, step by step.

The balance and the ability to perceive the level of balance and thus the elements that need to be injected into the 'environment' to allow a gentle movement forward on foundations that are characterised to a certain extent by uncertainty.

**The transformation leader is one who is unafraid of the towering personalities that will emerge.**

He is one who is ready to move on the waves of uncertainty that transformation will bring.

The transformation leader is one who knows that the aspired transformation is what will not be. He shall be ready to harvest and to ride the realities of tomorrow's present.



The International Office Team (from top) Arman, Senior Assistant Registrar: on the move and enjoying the pace; Suhaida, Assistant Registrar: a key element in the initial days of the International Office; Kamarliah and Shahidatul, Administrative Assistants: the heart and soul of the team; Salmi, Office Assistant: man behind the camera. Nor Ashikin (this page): the quiet lady whose commitment, determination, hard work and loyalty are incomparable.

Disciplined freedom sculpts the core of the individuals who shall continue to enrich themselves. Disciplined freedom nurtures millionaires of humanity who must understand the forces of globalisation from experience. **We see taking place a metamorphosis on the basis of disciplined freedom.** Disciplined freedom should drive intellectual and academic agility, flexibility and security.

Giving people the freedom of action means giving people the freedom to think and to make their own decisions and also, most importantly, to be responsible and accountable for these decisions and actions. **Freedom of thought must come before freedom of speech.**

Emerging markets are a topic discussed in detail by many. Emerging capacity is one yet to be discussed. **The power of the future resides in this emerging capacity.** National transformation depends on the capacity of people to think and to react accordingly in an orderly manner. National transformation depends thus on disciplined freedom and the courage to practice disciplined freedom.

Adequate transformation leadership leaves behind no, or few rejects. Good transformation leadership awakens innate potential and awakens a need to belong to the class of the knowledge society that possess this innate potential, awakened and ready to emerge. The journey is for all.



Sincere team spirit is about respect and the ability to learn from each other and lean on each other.

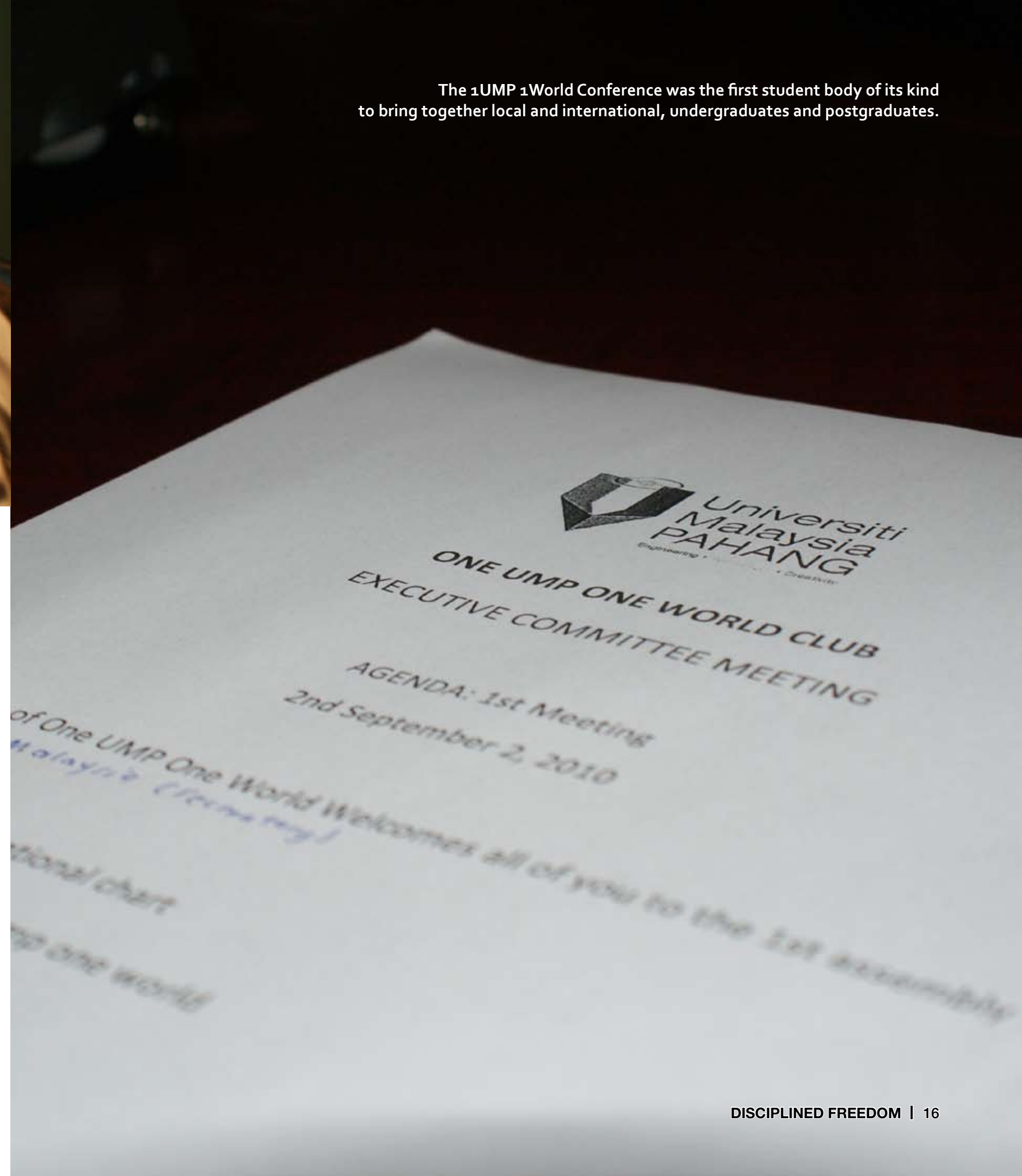


The 1UMP 1World Conference was the first student body of its kind to bring together local and international, undergraduates and postgraduates.

## *The Nurtured Student*

Engineering today is no longer the engineering of yesterday. The most sought after engineering graduates of yesterday had an entrepreneur streak. Today the coveted engineering graduate is one who knows how to innovate. There obviously is a paradigm shift. The essence of this shift lies in the capacity to innovate and to inject innovation into the industrial landscape.

The International Agenda of Universiti Malaysia Pahang focuses on the most essential element: the individual. It is this individual who shall converge with others to form the community. It is this individual who shall also reach out to other communities. It is this individual who needs to be nurtured and allowed the disciplined freedom to develop himself and those around him. The core of any organization is this very special individual. The core of a nation is the individual. **Transformation starts with this individual, is driven by this individual, and culminates with this individual.**



Having more international students on campus has practical implications for what is taught and how it is taught. An increase in the number of international students also requires additional investment in services in view of the expectations of good support services. The processing procedures for health certificates, visa changes and renewals, and foreign-student work opportunities are essential. Furthermore, the investment in services should include providing reception, orientation, counselling, and ongoing support to international students.

The welfare and wellbeing of the Universiti Malaysia Pahang international student has been a core element of the International Office activities. A key milestone has been the implementation of a health policy that truly benefits the student.



Nurturing the students meant being there during the festivals (left) and also providing a platform for discussion and idea sharing. Seen here (above) international students in dialogue with our Vice Chancellor.

## International Student Healthcare Insurance Guideline



Managed by :

**Gabungan Baiduri**  
Association of Insurers

Gabungan Baiduri Sdn. Bhd.  
 90201 (Pek. #21), 2nd. Floor, South Block  
 Wisma Selangor Dredging  
 142A Jalan Ampang, 50450 Kuala Lumpur  
 Tel: 03-27135031 Fax: 03-27135034 hotline 1-700-80-4272 (Voice & Fax)

### Highlights of the Scheme

- ✓ 24 hours a day, 7 days a week,
- ✓ Cashless Admission (without deposits) at our panel hospital,
- ✓ Cover Pre-existing illnesses such as hypertension, diabetes, coronary, heart disease, stroke or paralyse, cancer, vertebro spinal disorder and tuberculosis.,
- ✓ High protection limit up to RM25,0000,
- ✓ 80 private hospitals across Malaysia,
- ✓ Cover Outpatient Treatment for Emergency or Accident Day Care Surgical or Daily Procedure without admission,
- ✓ Daily cash allowance up to RM80.00 per night if admitted to any government hospitals,
- ✓ No Waiting Period or Cooling Off period for hospital admission.

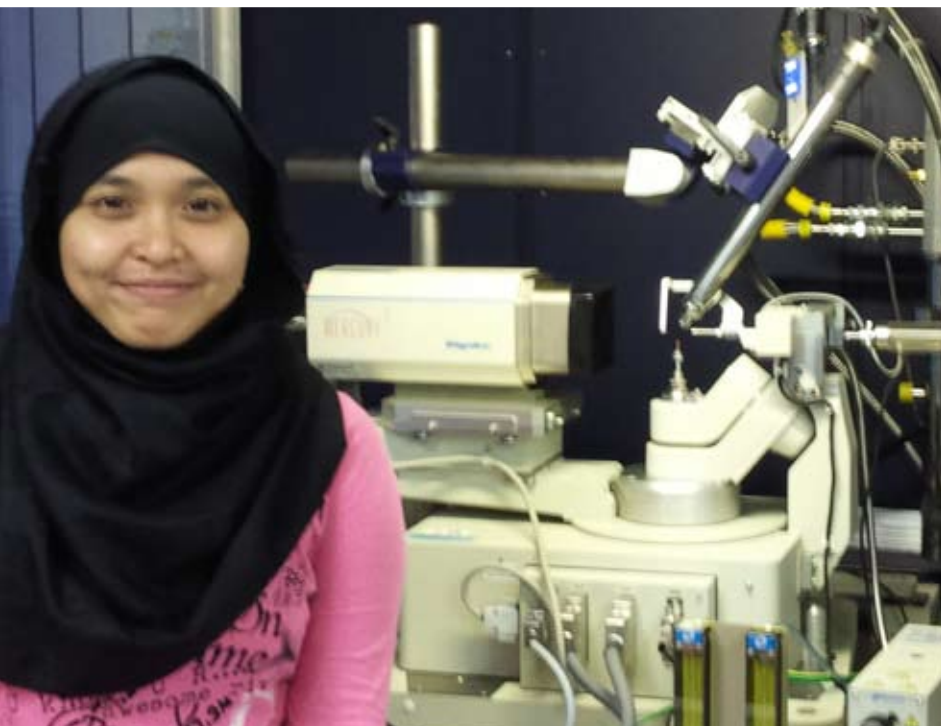


A key milestone in addressing the welfare of the international students was the introduction of a new health policy that provided coverage that included compassionate visits of family members and reimbursement of fees in necessary cases. The process to achieve consensus from the university took a year. Seen here (*opposite page top*) Dr Khairul M.D., Head of UMP Health Unit briefing the students on the new health policy, and (*opposite bottom*) Mr Zulkarnain Abdullah from the Gabungan Baiduri briefing the students. From a country in conflict, Yemen, international student from the Faculty of Civil Engineering, Aiman could not return home during the summer holidays. The International Office placed him in a local construction company in Johor that builds off-shore petroleum platforms. He is seen here carrying out the tasks and working with the local engineers.

Virishna on international assignment in India. What he witnessed and lived in India forever changed his perception on his home....Malaysia.

The International assignments that saw many of the students travel to different parts of the world without an accompanying officer had one real impact on the students..... it jolted them to the realities of the world. This awakening happens, not over years of lecture, but over intense moments of participation in real life situations. It is this awakening that will lead to authentic transformation and the need to see transformation for the better.





Nurturing students means giving them opportunity to explore their potential. *Left from top:* Yazid, Hamdya and Azhar from the Faculty of Industrial Science & Technology were sent by their supervisor to conduct their Final Year Research Project in a laboratory with world-class facilities. All three showed excellent results and were each able to publish their work in international refereed journals, a first for UMP.



UMP World Conference delegates from Bangladesh, Malaysia and the 'strongmen' President, Shahid and Deputy President, Riaz, from Pakistan.

## Performance Versus Participation

For the International Office, performance and key performance indicators (KPIs) are merely a consequence of strategic and efficient programme design and implementation. The **Internationalisation process driven by the International Office was all about participation** - through interesting programmes and activities.

Internationalization is first to be understood as an institutional process that internalizes to a certain extent the concept of openness to the world. This openness should transcend all activities and organizational aspects of the university. Most importantly, this process should promote participation in the global world of scholarship, by being receptive and responsive to issues within the international environment. This process also aspires to create and instil a global awareness and sensitivity through a voluntary commitment to addressing global issues through real solutions that engineering and science and technology can offer.



International Office Junior Officers (from left):  
Mohd Iqram bin Zulkifli, Muhammad Qusyairi bin Hashim, and Nur Azura binti Karjanto





Internationalisation is a continuous and sustained effort. *Top left:* Retired Deputy Vice Chancellor Y.Bhg. Professor Dato' Dr Sabarudin Mohd at the International Carnival graced by Y.B. Saifudin Abdullah, Deputy Minister of Higher Education Malaysia. *Right:* Chinese New Year celebrations and International Night 2009.

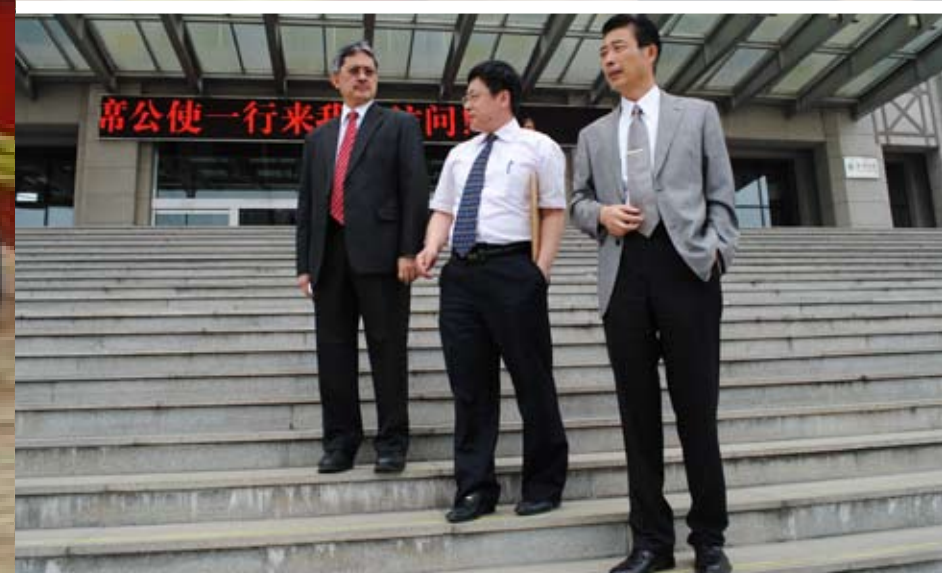


International Office was invited by the Pahang State Foundation to present an exhibition on the UMP Internationalisation Program and its impact on the students. Always keen on interesting developments in the state, Pahang Chief Minister YAB Dato' Sri Diraja Hj Adnan Bin Hj Yaakob is seen visiting the exhibition. Also seen welcoming the Chief Minister are Pahang State Foundation strongmen Mr Norhishamuddin Bin Yaacob and Ustaz Hj. Mohamad Bin Ismail.





International Office carried out a number of voluntarism activities in Perak in collaboration with the Persekutuan Seruan Islam Perak. Seen here (top): the students meeting the Deputy Minister of Plantations & Commodities, Y.B. Dato' Hamzah bin Zainudin.



A highlight of the impact of the working visits to China included the establishment of the Mandarin Language and Culture Centre in collaboration with Hebei University. *Top:* The Launching Ceremony was graced by the Deputy Minister of Higher Education Malaysia, Y.B Dato' Saifuddin Abdullah. *Bottom left:* Vice Chancellor in China with Hebei University President Professor Wang Hong Rui and Professor Guo Fuliang.



Local and international students joined forces to enjoy a weekend with the village folk of Kampung Cherok Paloh, Pekan, Pahang. A variety of fun activities and also voluntarism activities were carried out.



UMP hosted the 'best ever' German Day celebrations with the German Industries and over 2000 university community participating in the various activities. *Seen here:* Vice Chancellor with His Excellency Dr. Guenter Gruber, Ambassador of Republic of Germany. *Bottom left:* Dr Wan Norlidah with German expats during the Policy Launch.



Forging team spirit during the International Student Sports Carnival 2011 hosted by Universiti Teknologi Petronas and jointly organised by the Ministry of Higher Education Malaysia in Perak.



At the Kuala Gandah Elephant Sanctuary, Pahang.

# *Understanding World Issues & The Need For Strategic Voluntarism*

The university's international dimension is in an ever evolving state. Education has become an increasingly valuable commodity. However, education is no longer just about knowing, it is also about learning to explore and to prepare oneself for uncertainty in the global arena.

The University must respond to the increasing changes brought about by globalization. Today education is without borders. Today, knowledge networks span the globe. Through the effort of internationalisation, the university launches a coordinated endeavour to enhance the international nature of its policies, operations, curriculum and partnerships, leading to an aspired international reputation, international environment and international engagement.

In each instance that science and technology emerges, erupts a universe of new knowledge, novel applications and waves of creativity. The total campus experience should be lined with these eruptions. The total campus experience should be splashed with expressions of voluntarism driven by an innate passion for humanity.



Voluntarism starts at home. International Office won the hearts of the students, international and local alike, thus had an ever ready army of volunteers to help out with university events and activities.





Understanding and protecting our natural heritage is part of the voluntarism activities promoted by the International Office.



Janey Yap makes UMP proud! Her project 'Healthy Foodies' chosen in top 10 national projects for the Bayer Envoy Programme.



**MoU Signing Ceremony Between  
Universiti Malaysia Pahang (UMP) &  
Persekutuan Seruan Islam Perak**

On 26 June 2010 (Saturday)  
At Persekutuan Seruan Islam Perak Headquarters, Ipoh Perak

*"Voluntarism Providing Science,  
Technology & Creativity Solutions to the Community of Malaysia"*

Under The UMP International Office  
Global Corporate Social Responsibility Programme

**UMP, PSIP rangka aktiviti kemasyarakatan**

BERSEKUTUAN 20 hari - Umpahan yang seimbang dan well planned dan merancang dengan betul adalah satu strategi yang sangat penting dalam membangunkan komuniti yang sihat dan berprestasi.

Untuk mengumpul dana, Universiti Malaysia Pahang (UMP) dengan kerjasama Persekutuan Seruan Islam Perak (PSIP) berhasrat untuk mempromosikan program kemasyarakatan melalui aktiviti-aktiviti yang berfaedah.

UMP dan PSIP berhasrat untuk bekerjasama dalam menyediakan program-program yang berfaedah kepada masyarakat Perak. Program-program ini akan dijalankan di seluruh negeri Perak.

UMP akan menyediakan tenaga-tenaga yang berkualiti dan berprestasi untuk membantu PSIP dalam menjalankan program-program kemasyarakatan.


UMP dan PSIP berhasrat untuk bekerjasama dalam menyediakan program-program yang berfaedah kepada masyarakat Perak.

UMP dan PSIP berhasrat untuk bekerjasama dalam menyediakan program-program yang berfaedah kepada masyarakat Perak.




Voluntarism needs to be strategic, sustained and well planned. Here, International Office and UMP local and international students are seen with the Persekutuan Seruan Islam. The activities lead to an MOU and the collaboration in the provision of courses and certificates in continuous education to the Perak community.  
Photo: UMP Vice Chancellor with Y.B. Dato' Hamzah bin Zainudin, Deputy Minister Plantations & Commodities and Dato' Sheikh Hj. Mohamah Nor Mansor Al-Hafiz, Yg Dipertua PSIPK.



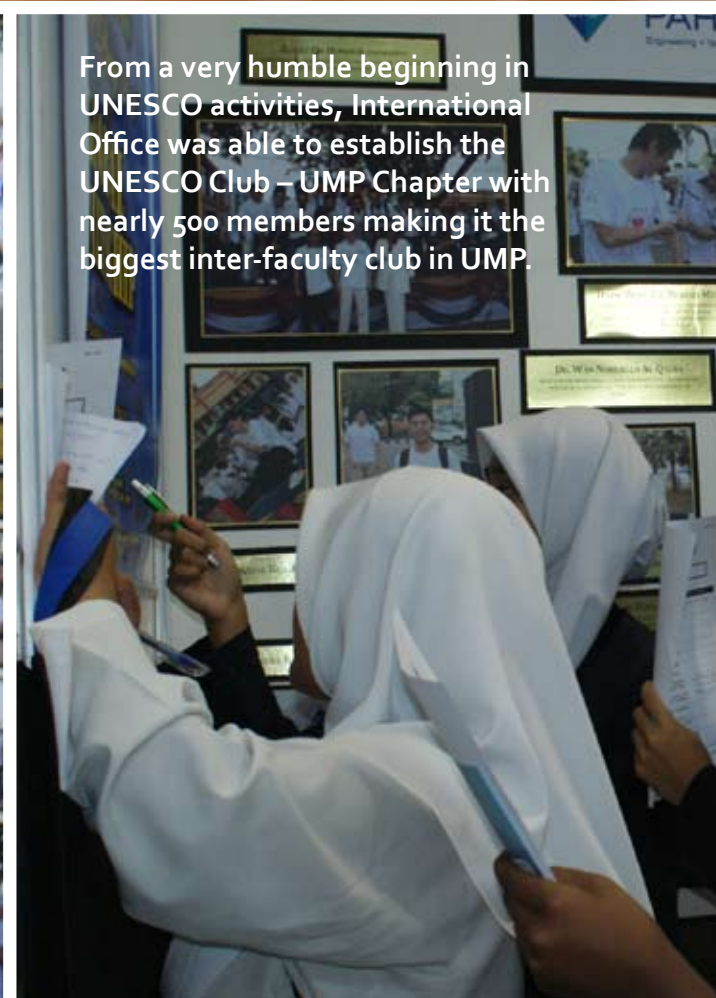

**CELEBRATING**  
**World No Tobacco Day**  
**Tuesday, 31 May 2011**  
 An initiative of UMP International Office  
 Pick up your gift at UMP International Office

Stearic Acid Candle Wax	Methane Sewer Gas
Methanol Rocket Fuel	Acetic Acid Vinegar
Butane Lighter Fluid	Nicotine Insecticide
Cadmium Batteries	Arsenic Poison
Hexamine BBQ Lighter	Ammonia Toilet Cleaner
Carbon Monoxide	Toluene Industrial Solvent Paint


**Celebrating**  
**International Day Against Drug Abuse**  
**26 June 2011**  
 An initiative of UMP International Office  
 Pick up your gift at UMP International Office


**CELEBRATING**  
**WORLD FOOD DAY**  
**16 October 2011**  
 An initiative of UMP International Office & UNESCO Club-UMP Chapter.  
 Pick up your gift at UMP International Office.

Ms Kamarliah Selamat proved that if we are given the trust, we can achieve. Her simple but brilliant idea of carrying out Awareness Programmes on selected UNESCO World Days was a huge success without too much cost. She managed the awareness programme from 2010 to 2011. With catchy banner designs she was able to get the students to sign the banners in full support of the programme. The UNESCO Club later carried out a food collect for an orphanage.



From a very humble beginning in UNESCO activities, International Office was able to establish the UNESCO Club – UMP Chapter with nearly 500 members making it the biggest inter-faculty club in UMP.

A huge hit and launched by Y.Bhg. Datuk Mohd Rujhan, Director General, Department of Higher Education, Ministry of Higher Education, the International Office, with an official permit from the Kuantan Police, carried out a FREEZE demonstration for World Peace in the heart of Kuantan. 900 students turned up to "Freeze in the Name of Peace, Love & Global Citizenship".



Through discussions with the Pahang State Foundation (left page) and the Regional Information Technology Software Engineering Centre, Egypt, the International Office were able to establish UMP's first and only international project. The project sought to provide the Malaysian Islamic Scholars in Egypt with an Executive Diploma and exposure to entrepreneurship. The tripartite contract was signed and the project commenced in April 2010. Seen here (top photo from left): Yayasan Pahang top management, Ustaz Hj. Mohamad Bin Ismail, Mr Mahmud Bin Nawawi and Dato' Hajjah Saariah Bt Saad. Bottom left: the very passionate Ustaz Fared. Right: Executive Director of RITSEC, Dr Moattassem.



Nearly 100 Islamic Scholars from Pahang studying in Egypt turned up for the interview and selection for the Executive Diploma. *Left:* Dato' Hajjah Saariah Binti Saad, General Manager, Yayasan Pahang. *Top left:* Ustaz Mohamad and YB Dato' Hj Ahmad Munawar Bin Hj Abdul Jalil interviewing candidates. Junior officers were present to assist in the briefing to students.

## Exploring The International Nexus

Everywhere in the world, governments are seeking to improve national economic performance by increasing the rate of transfer of academic research to industry and facilitating the application of this research by domestic firms. With an increase in global competitiveness, the industry is facing intense pressure to increase innovation, and its contribution to economic development and profitability.

The core mission of the university consists of three major components: the education of students, the creation of knowledge, and the dissemination of knowledge. And the core mission of industry is to create value for investors, provide useful goods and services, and expand the state of the art. In doing so, industry contributes to society by developing and providing leading-edge products and services, and provides employment and stability for individuals and their families. Knowledge is transferred by continuously educating employees and encouraging their personal development. The products and services created by industry must generate the profit that is needed to sustain a healthy industry.

University-industry collaborations pair the discovery and dissemination of knowledge with the application of that knowledge to the creation of goods and services. Properly constructed, these collaborations ultimately endow society with a public good far exceeding the combined contributions of the parties: economic growth, an improved standard of living, an extension of humanity's intellectual reach.



Signing of the MOU that later lead to the tripartite International Project between UMP, Yayasan Pahang and RITSEC.  
From left: Dr Wan Norlidah, Dato' Daing Nasir, Dr Hisham El Sherif, Dr Moattassem, Dr Mostafa and Dr Rascha.



*(Left)* UMP in the United States.  
*(Right)* Dr Deborah from the NIU in Pekan Campus.



Sustaining collaboration with the Misr University of Science & Technology.



Forging a special bond with the South Central University for Nationalities, China.  
*Left:* Professor Luo Jiansheng, Vice President SCUN.  
*Top:* Round-Table on Global Issues with academicians from UMP and SCUN.



The International Office set out to promote UMP without necessarily travelling overseas. Seen here (*left*) with YAB Tun Siti Hasmah during the CEO Forum, organised by the Perdana Global. *Right from top:* with H.E. Monther B. Al-Eissa, Ambassador of Kuwait; with Mr Mario Miranda, Second Secretary-Consul, Embassy of the Republic of Ecuador; with Mr Ghaith Khaled Ahmed, Education Attaché, Embassy of the Sultanate of Oman; and MOU signing with the Embassy of Yemen. Seen here: H.E. Ambassador Al-Montaser, Ambassador of Republic of Yemen.

The art of internationalisation resides in the ability to ride global opportunities in the quest for academic substance...

# *A Journey Of Transformation, Around The World In One Day*

The Around the World Programme addresses the transformational experience of the individual who undertakes a journey of transformation through self exploration in the context of internationalization.

In November and December 2010, 192 local and international students, from the undergraduate and postgraduate levels, participated in the UMP Internationalisation Programme "Around the World in 1 Day". They travelled to and across nine countries namely China (and Tibet), India, Egypt, Australia, Japan, Korea, Cambodia, Thailand and Vietnam to carry out international assignments that they themselves conceived.

In groups of three to five students and without an accompanying officer and on a survival budget, these students covered over 50 destinations world-wide to explore global citizenship and discover self transformation.

The programme yielded truly amazing students!!! Truly unexpected transformation of these students from a Malaysian public university!!! Showcasing innovative programme conceptualization, innovative management and daring implementation towards transformation, Universiti Malaysia Pahang's International Office is proud to have carried out "Around the World in 1 Day 2010...Footsteps Towards Humanity".



*Around the World in 1 Day 2009. Left: group photo. Right: In the United States.*

**There is a force that allows others the freedom to achieve and to be..... we call this force disciplined freedom.** With disciplined freedom comes the desire to grow. With the desire to grow comes awareness of the opportunities for growth. With this awakened awareness comes the awakening for transformation. Thus, **transformation is rooted in the desire to grow.**

Transformation is about balance. True transformation is about having the courage to offer freedom of transformation to *l'autrui*. It is thus that transformation leadership is the ability to have faith in the individuals that make up the institution and to win their unconditional faith in believing that the leader will be able to transport them to levels of self achievement that they themselves never fathomed. The convergence of self achievement of the individuals, that constitute the institution, will then emerge as the transformation of the institution.

Global citizens carry an innate core of substance, based on knowledge. They are not naive in their judgement. They are empowered to have opinions and to express these opinions. **Youth are global citizens in the making,** just one step away from being able to embrace global citizenship through the engagement and understanding of world movements and global issues. The question is how do we nurture these global citizens? How do we release the potential of these individuals? **How do we ensure that these Global Citizens are driven by the need to be and not MERELY the need to be perceived?**

Intellectual impotency, intellectual paralysis hits an institution if in the environment, we are surrounded by those driven purely by the desire to be perceived and only perceived.

The UMP Internationalisation Policy proposes 7 steps or phases or levels that each individual must pass through in order to become a global citizen: exposure; awareness; awakening; experience; competency; expertise; and intellectual leadership. These are the incremental degrees of disciplined freedom that give *naissance* to towering personalities..... *penseurs, savants, humanitarians*. These are the degrees of disciplined freedom targeted through the Around the World in One Day Programme.



UMP on international assignment in Cambodia.



UMP on international assignment in Japan. The students did their best to accomplish their assignments with the little budget they were given. Seen here Hamdi of Yemen sleeping in the Japanese cabin hotel.



*Left:* The students reached Tibet by train from South China. *Above:* In Korea, the UMP students studied the Busan Tunnel.



Approximately 70 students were in China in small groups carrying out their international assignment related to voluntarism and also technology.



In Vietnam, the students studied the effects of war on humanity.



In Thailand, the students walked the streets to propose for environmental awareness.



*Left:* In Egypt, the students carried out their international assignment and with a mere RM 200 were able to travel on assignment to four different cities.  
*Right:* In Australia, the students studied halal wine production.



On international assignment in India, the three groups impacted the community with their well planned programmes for school children and in traditional therapeutic care.



Top: RTM spent three days interviewing the students.  
Right: The grab for application forms for the 2011 Around the World in 1 Day Programme. Within 7 minutes, all 500 forms were gone.  
The programme was known as the 'International Goreng Pisang' of UMP.

MANPOWER should not be a problem, it should be a solution, and the solution lies in strategic cooperation and collaboration.

If the scientists, experts and other individuals are the nomads of the new-knowledge economy, then passion and freedom of expression shall be the lubricant, and co-operation and collaboration will be the bonding agent of the new-knowledge economy.



*"Keep Looking Back...  
The Future Is Built On Pillars Of The Past"*

Wan Norlidah Al Qadri Binti Mohamed Noor, PhD  
Director, International Office  
15 March 2010 - 13 December 2011

The art of internationalisation resides in the ability to ride global opportunities in the quest for academic substance. Thus, the Internationalisation Agenda, Policy and Implementation Plan are based on dynamic and evolving strategies through consensus and driven by socio-economic-educational impetus.

*Disciplined Freedom Vers Une Transformation Authentique* is an illustrative book that presents the journey of the UMP International Office since its establishment in January 2009, and particularly upon the appointment of the first Director of the International Office in March 2010, who was tasked by the Honourable Vice Chancellor of Universiti Malaysia Pahang to set the pace and drive the agenda for internationalisation of the university.

Most of all, this book illustrates the need for freedom and the need to have faith in our youth and those who make up the university community thus, those who shall colour this university with an international flavour.



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International Office,

Universiti Malaysia Pahang, Lebuhraya Tun Razak,  
26300 Gambang, Kuantan, Pahang Darul Makmur.

Tel : 09 - 549 2631 • Fax : 09 - 549 2698

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