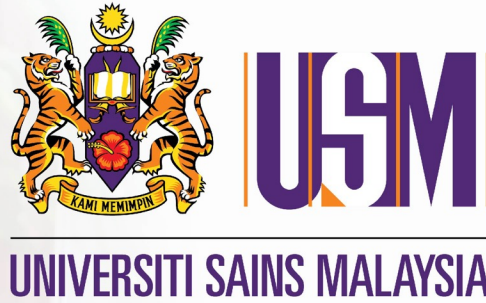




Perutusan 100 Hari Naib Canselor dan Amanat 2024

YBhg. Dato' Prof. Dr.
Ahmad Farhan Mohd Sadullah

HIJRA FROM USM TO UPM



MUHAJIRIN

ANSAR

THANK YOU FOR ACCEPTING ME

A GIVEN MANDATE



KEMENTERIAN PENDIDIKAN TINGGI

KENYATAAN MEDIA

PELANTIKAN NAIB CANSOLOR UNIVERSITI PUTRA MALAYSIA

Sukacita dimaklumkan bahawa YBhg. Dato' Prof. Dr. Ahmad Farhan Mohd Sadullah dilantik sebagai Naib Canselor Universiti Putra Malaysia (UPM) yang baharu, berkuat kuasa mulai 2 Oktober 2023. Beliau memiliki Ijazah Sarjana Muda dalam bidang Kejuruteraan Awam dari The Catholic University of America, Amerika Syarikat dan Ijazah Sarjana dalam bidang Pengangkutan dari Imperial College London, UK. Seterusnya beliau telah melanjutkan pengajian di peringkat Ijazah Kedoktoran dalam bidang Pengajian Pengangkutan di University College London, UK.

Beliau telah memulakan kerjaya sebagai pensyarah di Universiti Sains Malaysia (USM) pada tahun 2004 dan pernah menyandang jawatan Timbalan Naib Canselor (Akademik dan Antarabangsa) USM untuk tempoh tiga (3) tahun bermula dari tahun 2017 hingga 2020. Beliau juga pernah berkhidmat sebagai Ketua Pengarah *Malaysian Institute of Road Safety Research* (MIROS) dari tahun 2008 hingga 2011.

Hasil kombinasi pengalaman pentadbiran di peringkat universiti awam dan agensi persekutuan, Kementerian yakin YBhg. Dato' Prof. Dr. Ahmad Farhan Mohd Sadullah dapat meletakkan UPM berada di atas landasan sebagai universiti penyelidikan yang memfokus kepada pertanian. Beliau juga dilihat berkeupayaan untuk memacu UPM ke satu tanda aras baharu dalam ekosistem pendidikan tinggi khususnya bagi merealisasikan agenda sekuriti makanan negara.

Kementerian merakamkan setinggi-tinggi penghargaan kepada YBhg. Dato' Prof. Dr. Roslan Sulaiman, mantan Naib Canselor yang telah tamat berkhidmat sebagai Naib Canselor UPM pada 31 Ogos 2023 yang lalu.

Kementerian Pendidikan Tinggi
20 September 2023



MENTERI PENDIDIKAN TINGGI
Minister of Higher Education

SULIT

Ruj. Kami : JPT.S(G)2000/021/03/06 Jld. 7 (1/2)
Tarikh : 19 September 2023

YBhg. Dato' Prof. Dr. Ahmad Farhan Mohd Sadullah
Profesor
Pusat Pengajian Kejuruteraan Awam
Universiti Sains Malaysia
14300 Nibong Tebal
PULAU PINANG

YBhg. Dato',

PELANTIKAN SEBAGAI NAIB CANSOLOR UNIVERSITI PUTRA MALAYSIA

Saya merujuk perkara di atas.

2. Sukacita saya melantik YBhg. Dato' sebagai Naib Canselor Universiti Putra Malaysia (UPM) selaras dengan peruntukan di bawah subseksyen 12(1) Perlembagaan UPM berkuat kuasa mulai 2 Oktober 2023 hingga 17 September 2026 iaitu sehari sebelum tarikh persaraan wajib.

3. Tahniah atas pelantikan ini dan saya amat yakin bahawa YBhg. Dato' mampu menyumbang dan membawa UPM ke arah pencapaian kemajuan akademik dan organisasi yang lebih cemerlang selaras dengan hasrat Kerajaan untuk menjadikan Malaysia sebagai pusat kecemerlangan pendidikan serantau dan antarabangsa.

Sekian, terima kasih.

Yang ikhlas,

(DATO' SERI MOHAMED KHALED NORDIN)

SULIT

Aras 18, No. 2, Menara 2, Jalan P5/6, Presint 5, Pusat Pentadbiran Kerajaan Persekutuan
62200 Wilayah Persekutuan Putrajaya, Malaysia
Tel : +603 8870 5004 | Faks : +603 8870 6801 | www.moh.gov.my

BERILMU BERBAKTI
WITH KNOWLEDGE WE SERVE



HOW?

PRINCIPLES

- ✓ 1. CLEAR DIRECTIONS
- ✓ 2. GRADUAL AND PLANNED CHANGES
- ✓ 3. OUTCOME DRIVEN
- ✓ 4. VALUES AND INCLUSIVITY
- ✓ 5. ABILITY TO ATTAIN RESULTS

HOW?

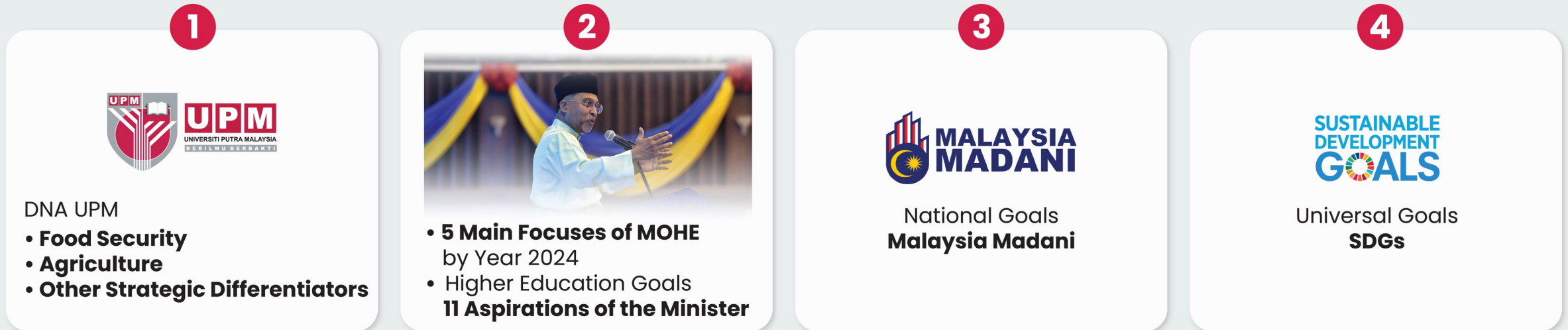
- ✓ 1. MUST BE TRUSTED AND BELIEVED
- ✓ 2. MUST HAVE CLEAR DIRECTIONS
- ✓ 3. MUST GET BUY-IN FROM EVERYONE



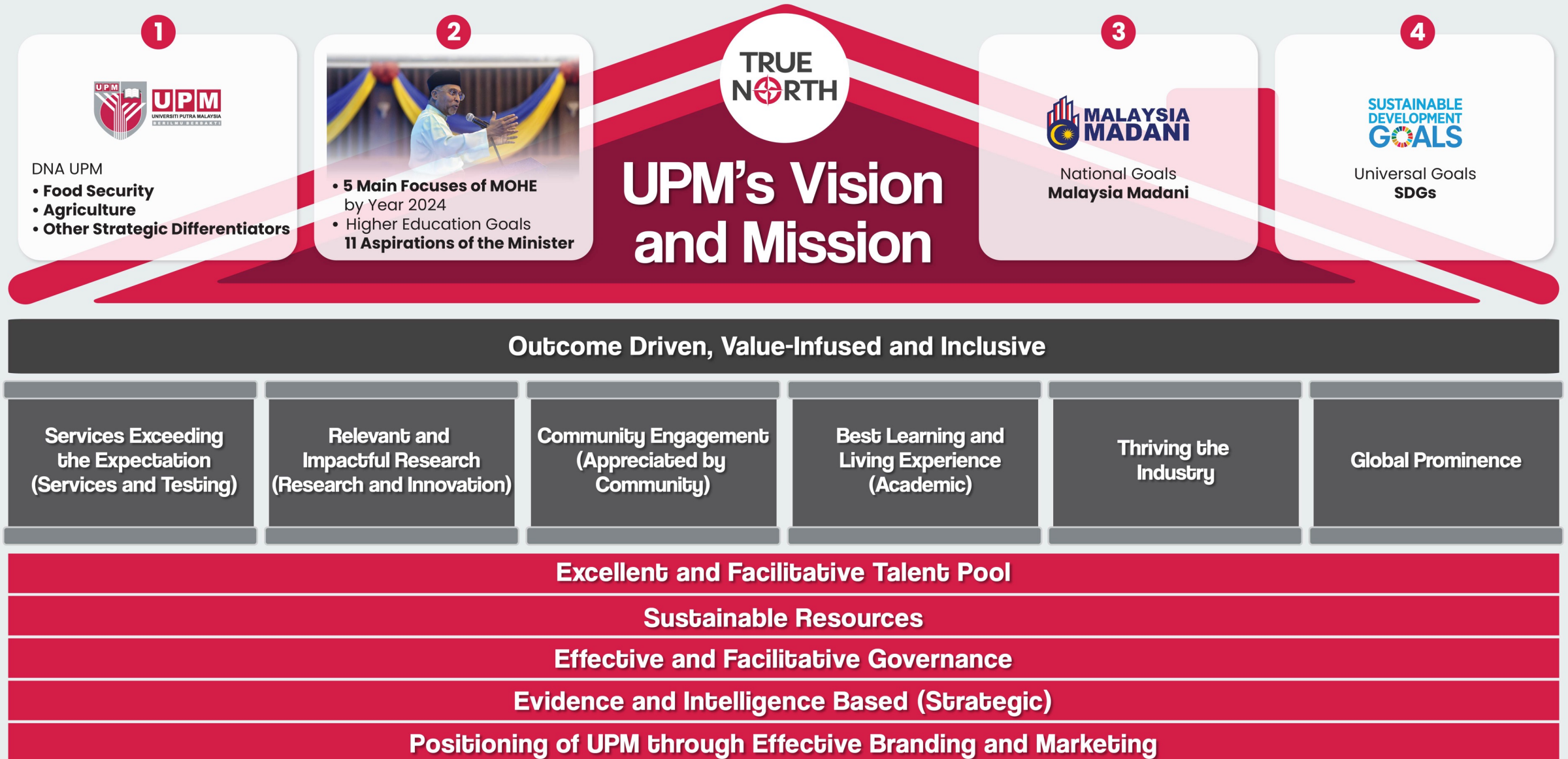
TRUE NORTH



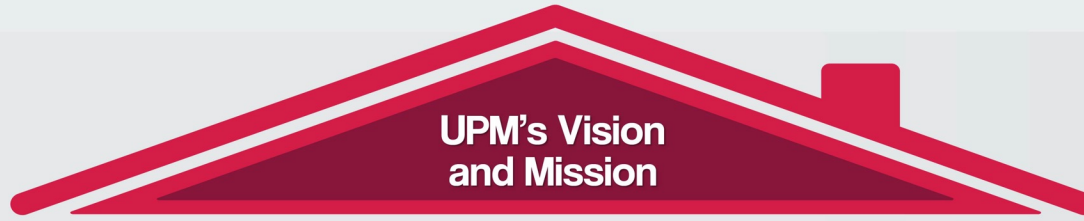
OTHER IMPORTANT MISSIONS:



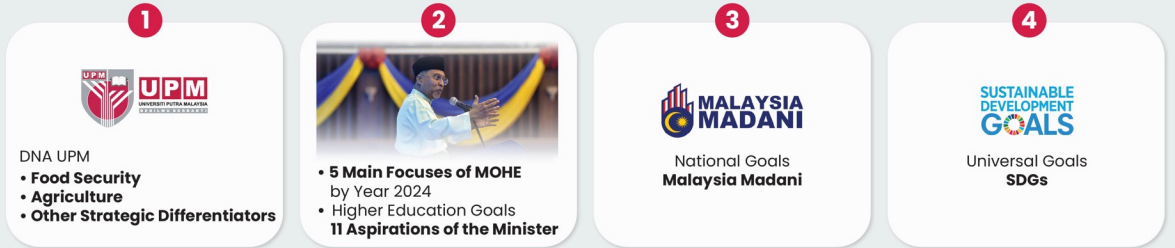
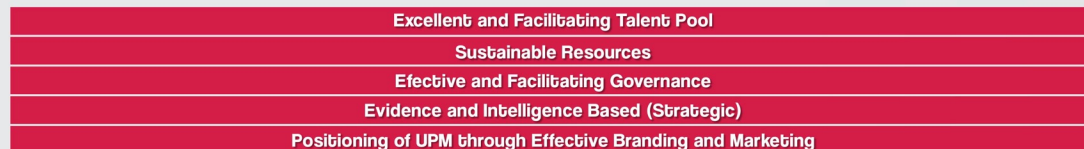
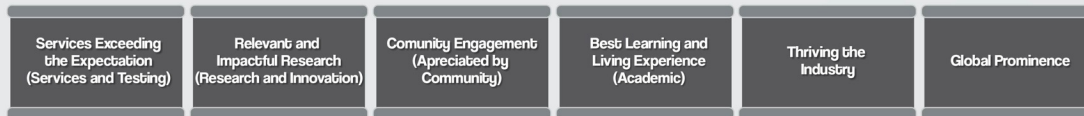
PRELIMINARY UPM STRATEGIC FRAMEWORK



PRELIMINARY UPM STRATEGIC FRAMEWORK



Outcome Driven, Value-Infused and Inclusive



UPM's present vision and strategic positioning (the true north) need to guide the university.

In order to get our desired results, all initiatives must be outcome-based, value-infused and inclusive.

There are 6 major pillars that need to be in equilibrium. UPM must be the university of choice in all aspects. This ensures that everyone in the university can and will contribute.

There are 5 important foundations to ensure that the university continues to function and prosper. Without a firm foundation, the strategic home of UPM will collapse.

DISSECTING THE VISION & MISSION OF UPM



VISION

**TO BECOME A UNIVERSITY OF
INTERNATIONAL REPUTE**

MISSION

**1. To Make Meaningful
Contributions**



3. Development of the Nation



**5. Exploration and
Dissemination of Knowledge**



2. Creation of Prosperity



**4. Well Being
of All Human Beings**



OTHER RECENT STRATEGIC SLOGANS AND THE 2021-2025 STRATEGIC PLAN

Institutional Educational Goals

Produce excellent
graduates who are holistic,
ihсан, patriotic and resilient

Values

Ihسان, Diversity
and Sustainability

Slogan 1

**With Knowledge
We Serve**

Motto

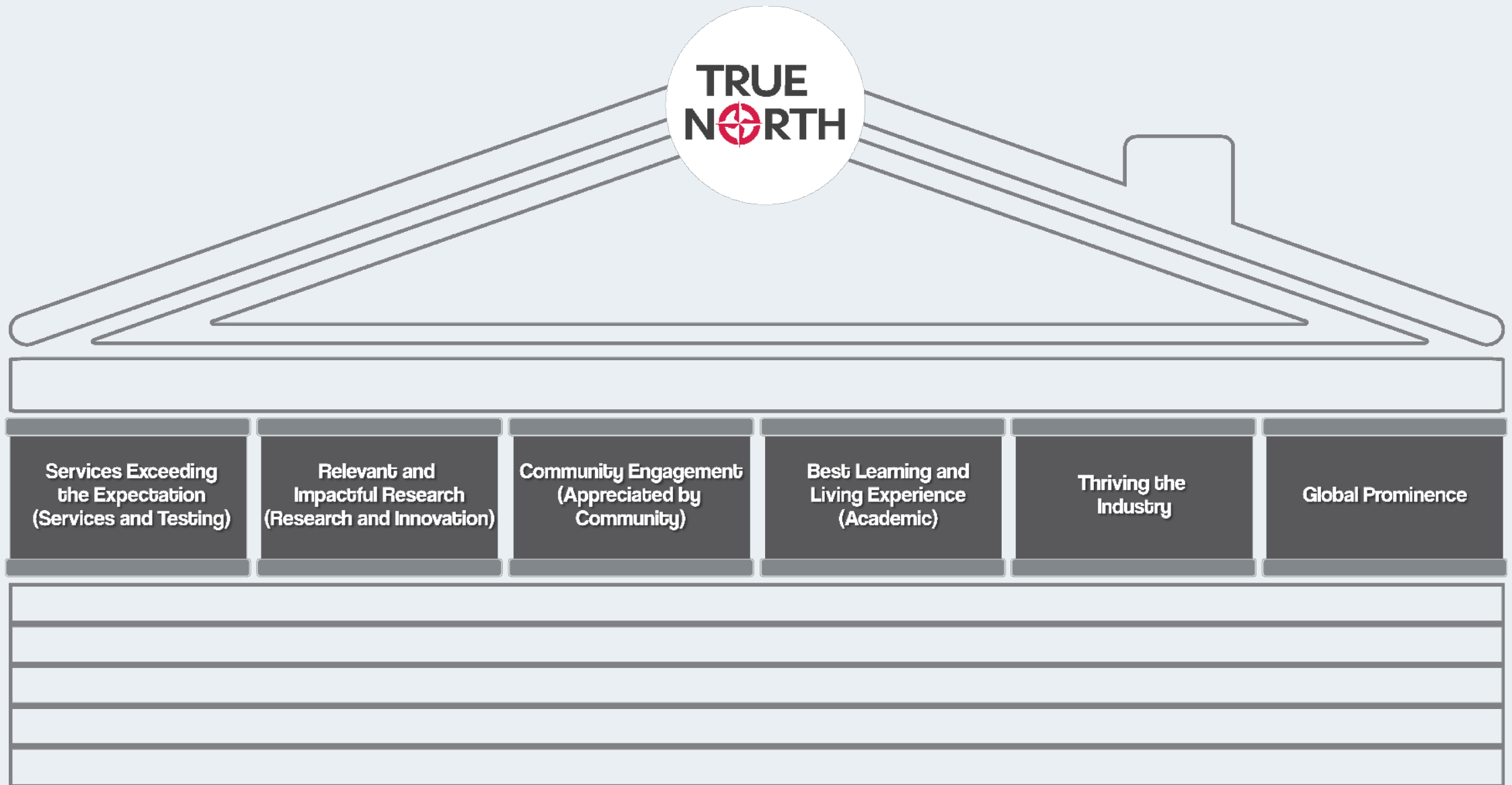
Slogan 2

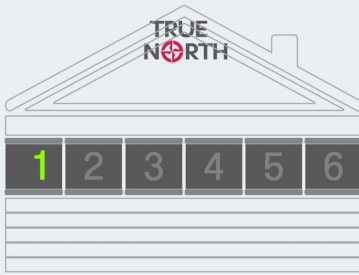
Agriculture
Innovation
Life

Internationally Recognised
for Uncompromising
Quality in Education



The Concept of
Al-Falah





SERVICES EXCEEDING EXPECTATIONS

PILLAR

1

1. INTERNAL SERVICES

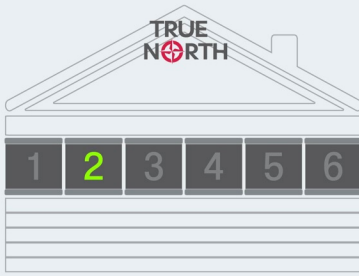
- ADMINISTRATORS AND EXECUTIVES
- HEADS OF DEPARTMENT
 - OUR AIM IS TO EXCEED EXPECTATIONS
 - NO ROOM FOR UNDER PERFORMANCE

OUTCOMES :
IMPROVE EFFICIENCY
& EFFECTIVENESS

2. EXTERNAL SERVICES

- CLIENTS (INCLUDING STUDENTS)
- STAKEHOLDERS
 - MAKING THEM SATISFIED
- RETURNING CUSTOMERS
 - OUR MARKETING AMBASSADORS

OUTCOMES :
- POSITIVE POSITIONING
- REPUTATION OF PROMINENCE



RELEVANT & IMPACTFUL RESEARCH

PILLAR

2

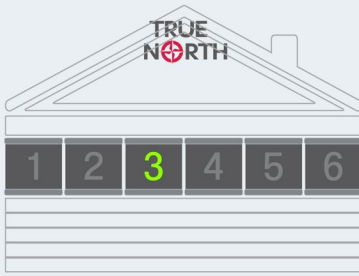
OUTCOMES

- ALL OUR RESEARCH WORK IS ALLIGNED TO OUR TRUE NORTH
- THE IMPACT OF OUR RESEARCH IS FELT BY THE WORLD (R-D-C-E)

IMPORTANT ITEMS

- WORKING COLLABORATIVELY – BREAK THE SILO
- FACILITATIVE GOVERNANCE
- FACULTY/INSTITUTE/ RMC/PSP
- IMPACT BEYOND RESEARCH ASSESSMENTS

FRAMEWORK TNCPI



APPRECIATED BY COMMUNITY

PILLAR

3

WHEN UPM PLAYS ITS ROLES TO EDUCATE PEOPLE AND CHANGE SOCIETY, IT WILL BE APPRECIATED

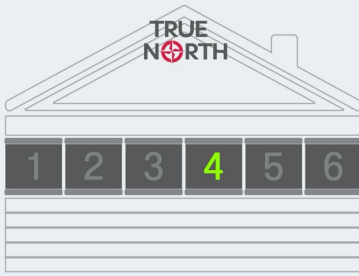
FROM UNIVERSITY TO COMMUNITY

OUTCOMES :

- UNIVERSITY CANNOT ONLY PROVIDE THE FISH
- UNIVERSITY ALSO GIVES THE FISHING ROD
- UNIVERSITY MUST TEACH THE COMMUNITY HOW TO MAKE THE FISHING ROD

FOR AGRICULTURE AND FOOD SECURITY :

- APPRECIATED BY COMMUNITY



BEST LEARNING & LIVING EXPERIENCE

PILLAR

4

OUTCOMES

IMPACTFUL
LEARNING
& MEMORABLE
EXPERIENCE IN UPM

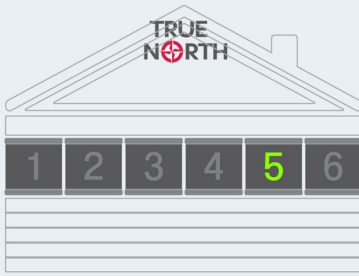
LEADING TO
APPRECIATIVE
ALUMNI

IMPORTANT ITEMS

- DEFINITION OF STUDENTS
- QUALITY EDUCATION
- MEANINGFUL EXPERIENCE
- ATTAINMENT OF OUTCOMES

FRAMEWORK

- TNCAA TO CASCADE TO FACULTIES
- TNCHEPA TO CASCADE TO COLLEGES & OTHERS



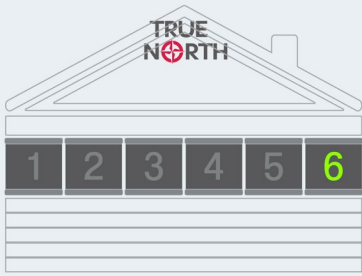
THRIVING THE INDUSTRY

PILLAR

5

OUTCOMES :

- UPM MUST BE SEEN AS AN ESSENTIAL PARTNER FOR THE INDUSTRY
- UPM'S ROLE IS TO THRIVE THE INDUSTRY
 - BEYOND JUST COLLABORATIONS
- WILL REFLECT UPM'S
 - IMPACTFUL AND RELEVANT RESEARCH
 - EXCELLENT CAPACITY BUILDING ROLE



GLOBAL PROMINENCE

PILLAR

6

OUTCOMES :

- UPM IS A GLOBALLY REPUTABLE UNIVERSITY THAT WILL ATTRACT STUDENTS AND COLLABORATORS FROM ALL PARTS OF THE WORLD
- UPM IS A GLOBAL CAMPUS THAT THRIVES THROUGH ITS GLOBAL CAMPUS COMMUNITY

WHAT IS OUR ROLE?

TRUE NORTH



UNIVERSITY
BOARD OF
DIRECTOR



TOP
MANAGEMENT



HEAD OF PTJ



STAFF

UPM STRATEGIC APPROACH

FACILITATION, PROVIDE OPPORTUNITIES, CHECK AND BALANCE

STRATEGIC APPROACH AT THE TOP MANAGEMENT OF UPM

STRATEGIC AND TACTICAL PLAN AT THE PTJ

PLANNING SKT IN 2024

PASS SKT & KPI TO STAFF AT PTJ

IMPLEMENTATION

ACHIEVEMENT 2024 & PERFORMANCE ASSESSMENT



UPM's Vision and Mission

Outcome Driven, Value-Infused and Inclusive

Services Exceeding the Expectation (Services and Testing)	Relevant and Impactful Research (Research and Innovation)	Community Engagement (Appreciated by Community)	Best Learning and Living Experience (Academic)	Thriving the Industry	Global Prominence
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Excellent and Facilitative Talent Pool

Sustainable Resources

Effective and Facilitative Governance

Evidence and Intelligence Based (Strategic)

Positioning of UPM through Effective Branding and Marketing

YAB PRIME MINISTER

GOVERNANCE

RAPID AND EFFICIENT



FIX THE PRINCIPLES

- RESOLVE CRISES AND ISSUES IMMEDIATELY
- IDENTIFY WEAKNESSES TO BE CORRECTED
- ATTAIN EXCELLENCE VIA THE 6 PILLARS THAT ARE THE TRUE NORTH, IDENTITY AND MAIN ROLE OF UPM

EARLY EFFORTS OF TRUE NORTH

FOOD SECURITY

OCTOBER 2023

**STRENGTH OF
AGRICULTURE
AND FORESTRY**

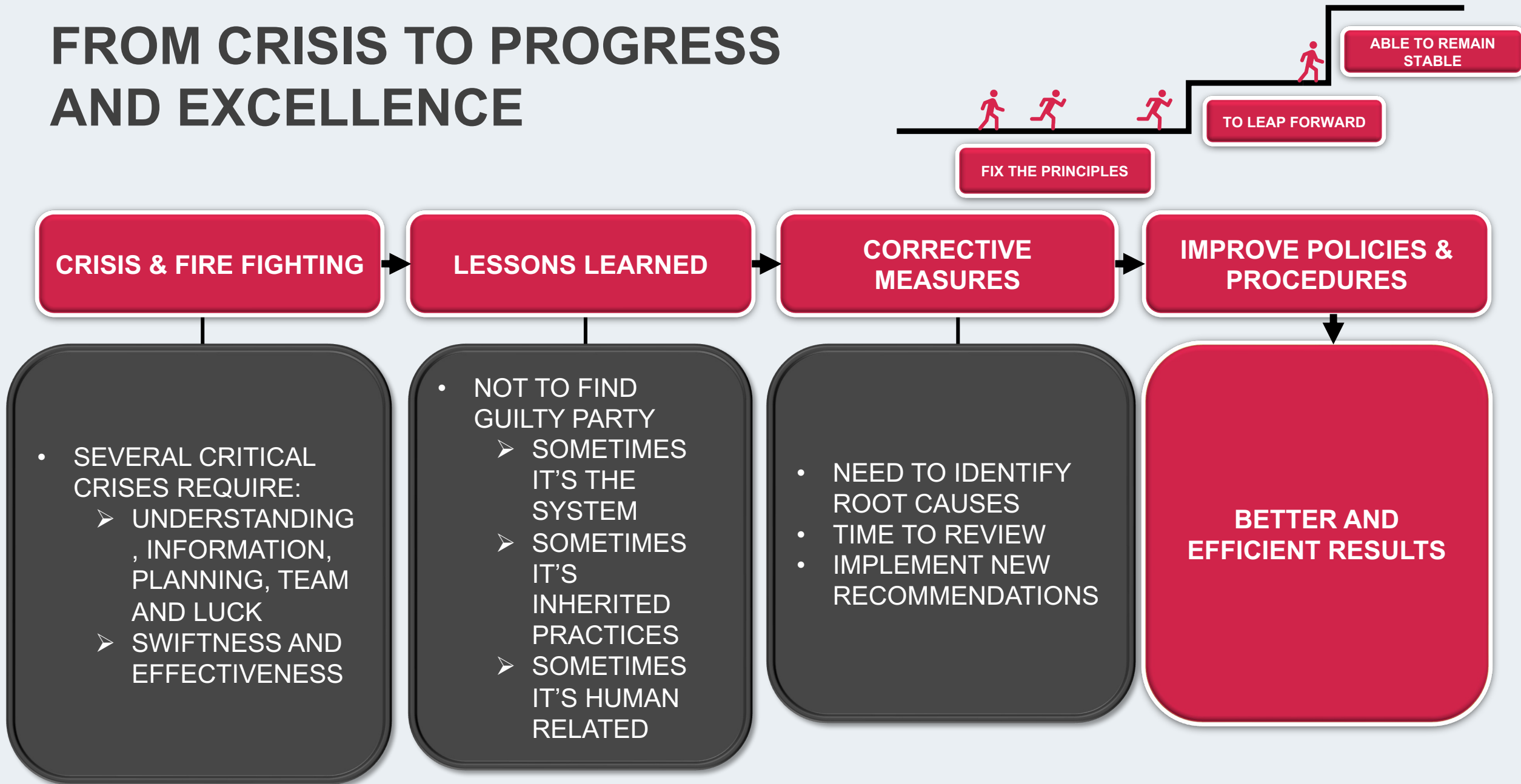
2024

OTHER STRENGTHS

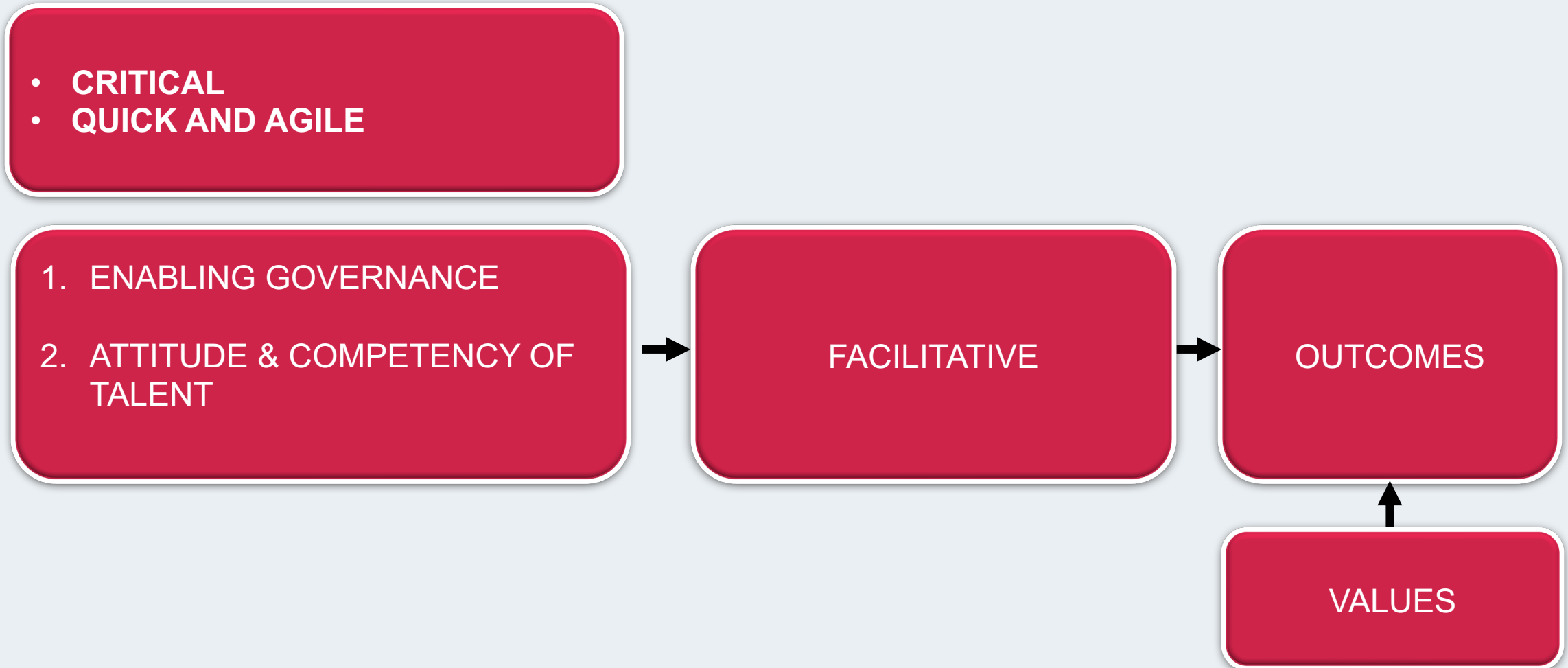
1. ESG & PLANETARY HEALTH
2. SMART CAMPUS INITIATIVE
3. DIFFERENT THAN EXISTING OPPORTUNITIES

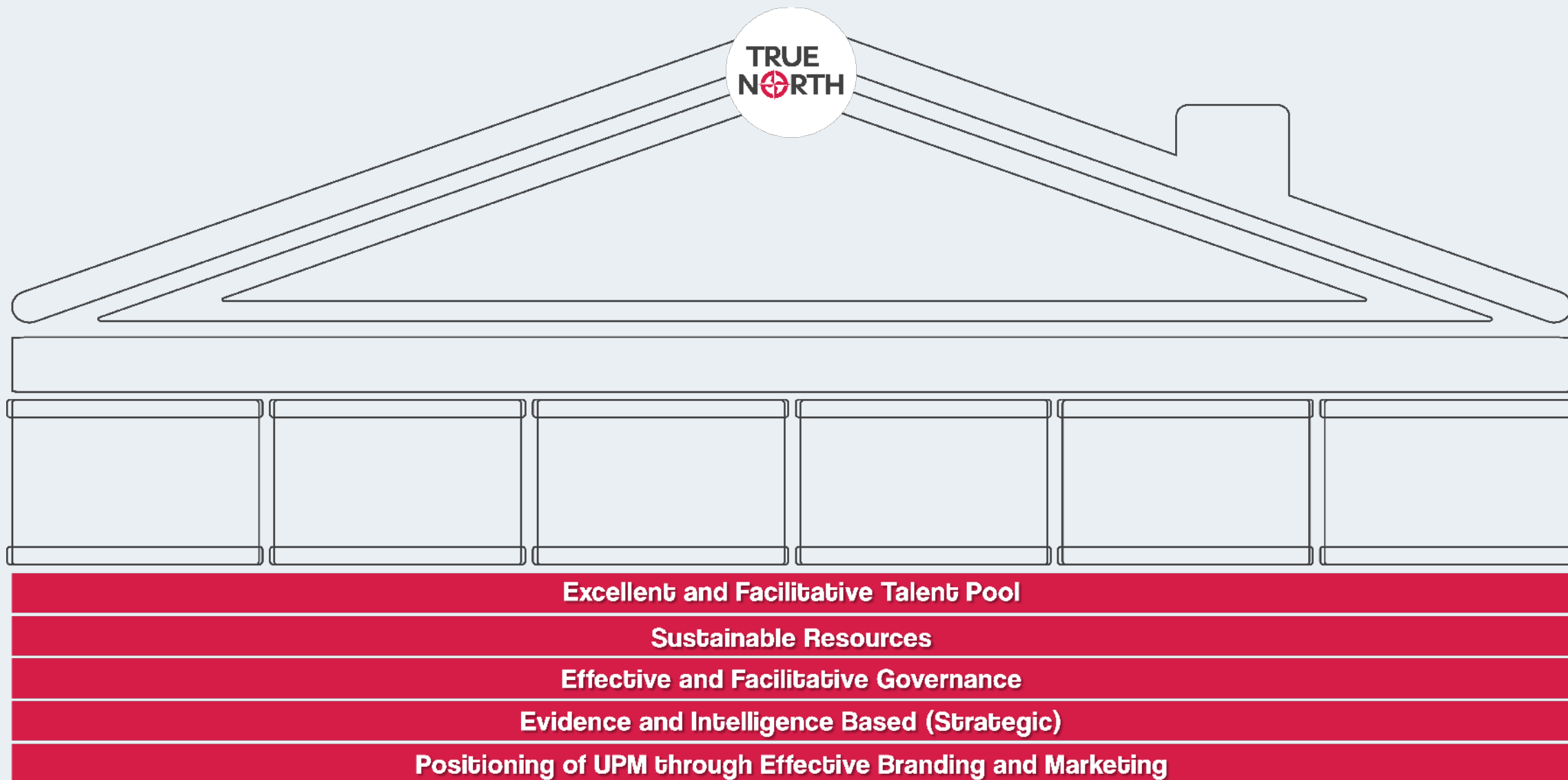


FROM CRISIS TO PROGRESS AND EXCELLENCE

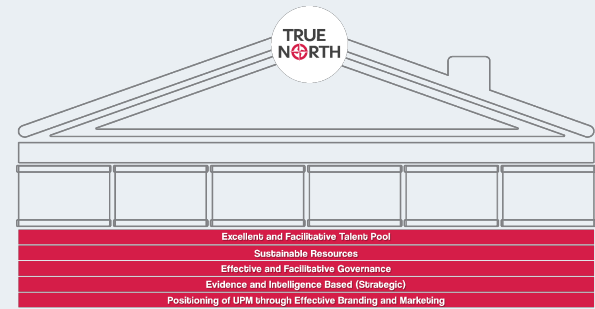


IMPROVING EFFICIENCY & EFFECTIVENESS





ACTIONS TAKEN TO IMPROVE “EFFECTIVE & FACILITATIVE GOVERNANCE”



1. ENHANCING GOVERNANCE OF LPU

STARTED/ON GOING

2. IMPROVING SPEED & EFFECTIVENESS OF JPU

STARTED/ON GOING

3. IMPROVING FINANCIAL GOVERNANCE

ON-GOING

4. IMPROVING TALENT RELATED GOVERNANCE

- PROCUREMENT
- BUDGETING/ EXPENDITURE

STARTED/ON GOING

5. STREAMLINING APPOINTMENT TERMS OF HEADS OF DEPARTMENT

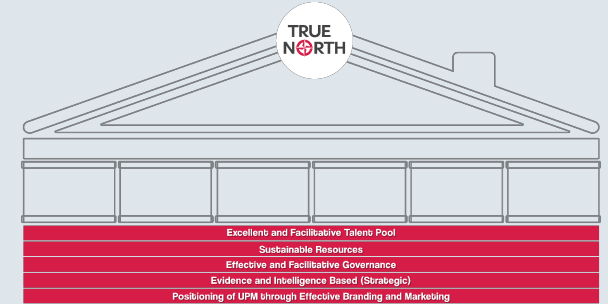
- RECRUITMENT
- ANNUAL APPRAISAL
- PROMOTION

STARTED/ON GOING

6. OTHERS FACTORS THAT MAY NEED IMPROVING

FINANCIALLY SOUND

TRUE
NORTH



WITHOUT FINANCIAL
SUPPORT MONEY MATTERS
CANNOT BE ACHIEVED



SUSTAINABLE RESOURCES

IT IS NOT ABOUT JUST FINDING MONEY,
IT MUST COVER THE FOLLOWING

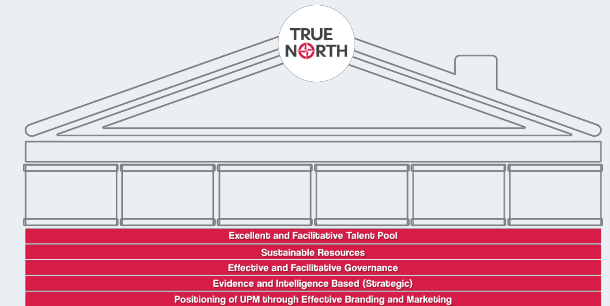


1. SOUND FINANCIAL GOVERNANCE
2. EFFECTIVE FINANCIAL PLANNING
3. EFFECTIVE REVENUE GENERATION STRATEGIES
 - WAQAF AND ENDOWMENT
4. SMART CASH FLOW MANAGEMENT
5. SMART INVESTMENT STRATEGIES
6. ENCOURAGING SAVINGS
7. COST OPTIMISATION



GETTING THE BEST FROM UPM TALENT POOL

1. WITHOUT TALENT, NOTHING CAN BE ACHIEVED
2. A DISUNITED UPM IS PRACTICALLY WITHOUT ANY TALENT
3. WE NEED TO BE AN EFFECTIVE TEAM



TEAM OF TALENTS

1. STAFF

- MANAGEMENT & HOD
- ACADEMIC
- NON-ACADEMIC
- EXECUTIVE

2. STUDENT

- UNDERGRADUATE
- POST-GRADUATE
- OTHER CATEGORIES

3. ALUMNI (OUR STRENGTH)

4. FORMER STAFF

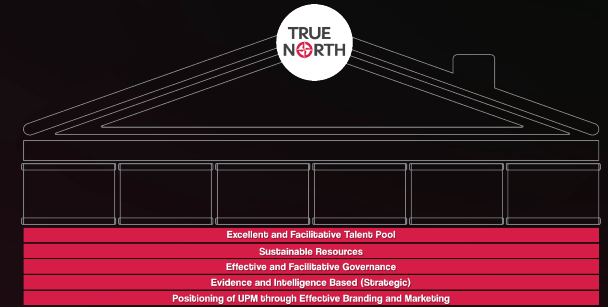
- ### 5.
- LPU MEMBERS
 - COMMUNITY
 - INDUSTRY

INCLUSIVE VALUES

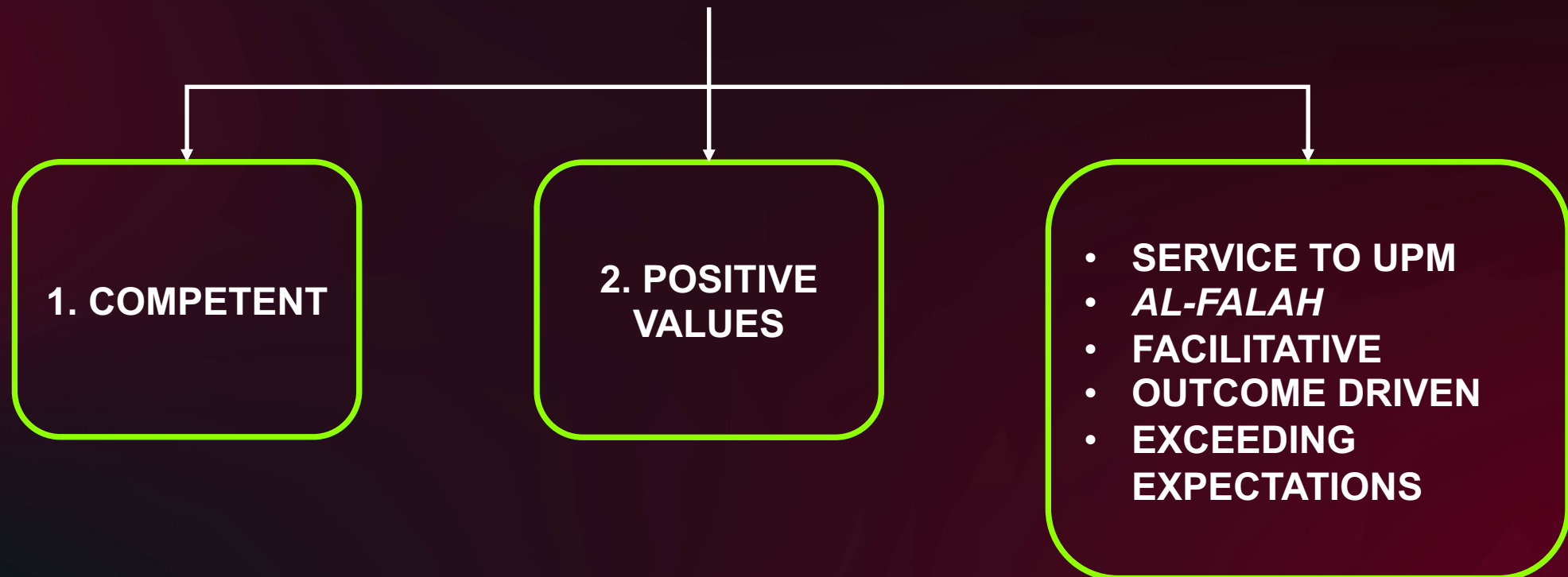
INCLUSIVE POLICY

- EQUAL OPPORTUNITIES FOR ALL
- EXAMPLE : PEOPLE WITH DISABILITY, B40, SECOND CHANCE

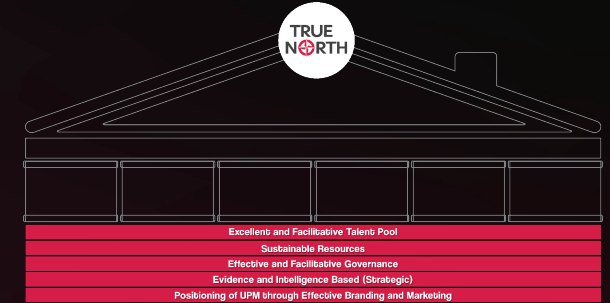
TALENT ATTRIBUTES (KEY)



“WITH KNOWLEDGE WE SERVE”



STRATEGIC PLANNING



1 ENSURE THAT STUDENTS UNDERSTAND OUR MOTTO “WITH KNOWLEDGE WE SERVE”

TNCHEPA’S FRAMEWORK

2 EMPOWER STUDENTS

JoHAN@UPM PROGRAMME



3 ENCOURAGE VOLUNTARISM

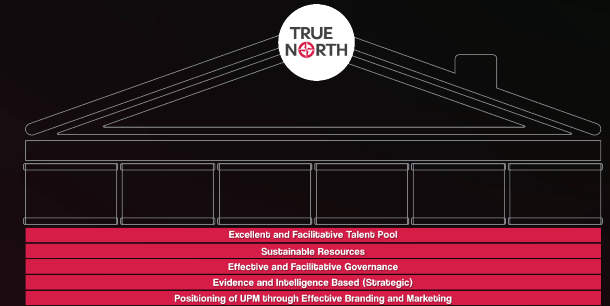
BAKAT@UPM PROGRAMME

BAKAT@UPM

4 ENHANCE COMPETENCY & CAPACITY BUILDING PROGRAMMES FOR STAFF

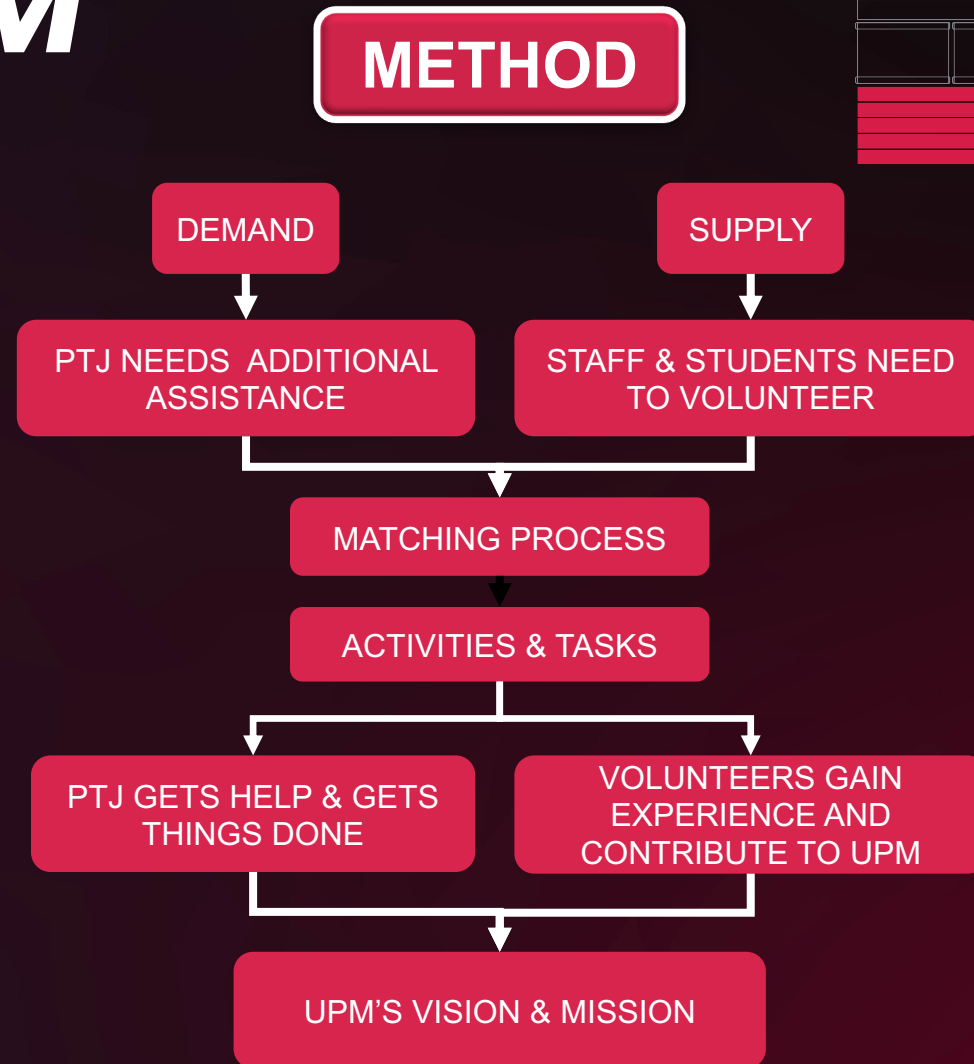
5 REVIEW PERFORMANCE APPRAISAL & PROMOTION SYSTEM FOR STAFF

BAKAT@UPM



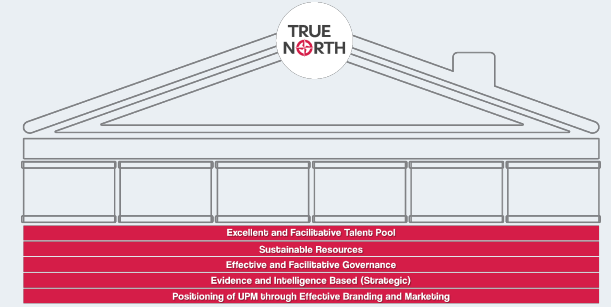
CORE

1. VOLUNTARISM
2. LET'S HELP UPM
3. HIGH IMPACT THROUGH RESULT ACHIEVEMENT
➤ EXPERIENTIAL LEARNING
4. VALUE AND INCLUSION BASED



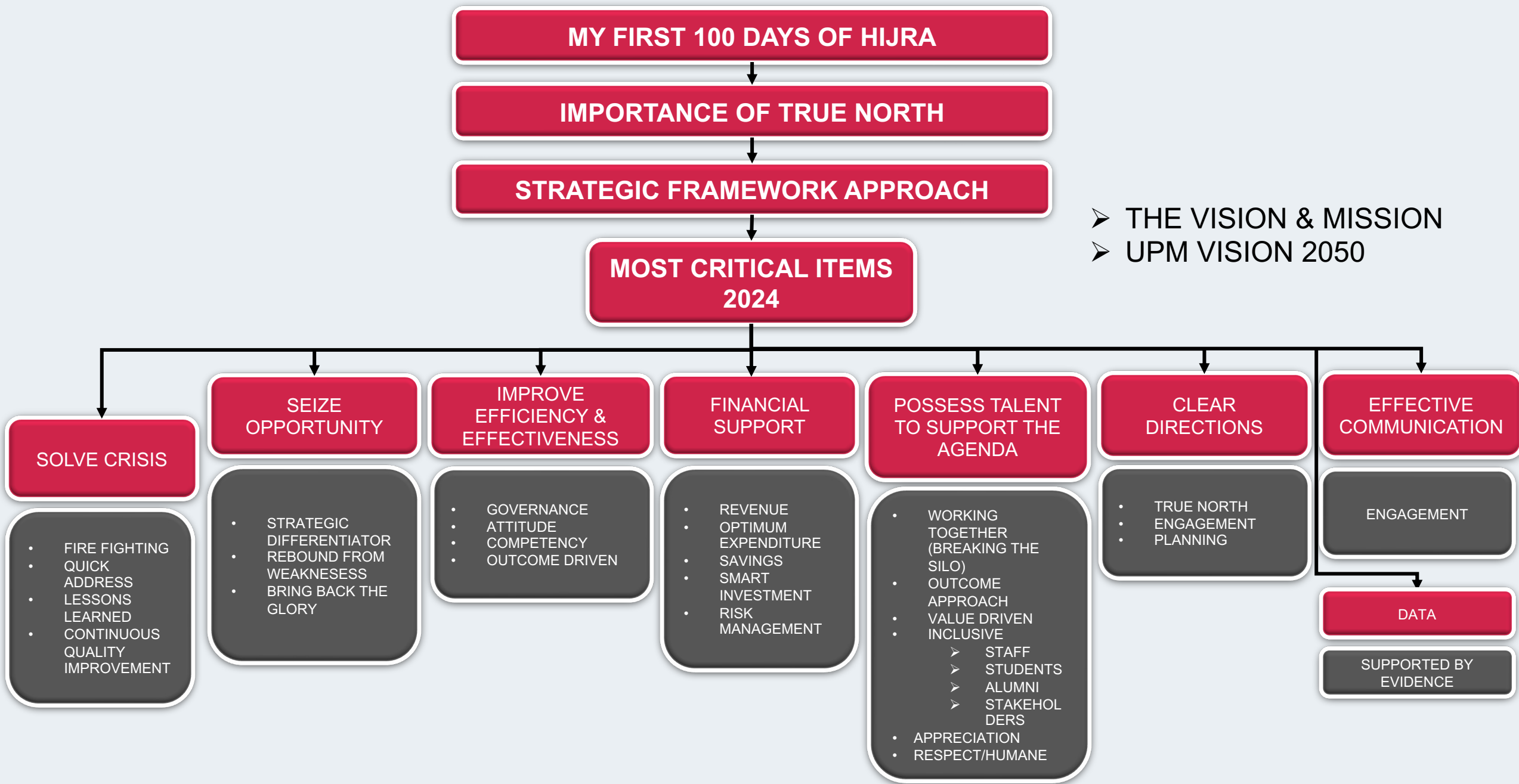
- FUTURE LEADERS
- MAY BE AN ADVANTAGE FOR FUTURE PROMOTION
- CREATING A MULTI TALENTED POOL OF TALENTS

SISTEM JoHAN (JOB HUNTING AND NETWORKING)



THE JoHAN SYSTEM (JOB HUNTING AND NETWORKING) AIMS TO:

- DEVELOP HOLISTIC HUMAN CAPITALS,
- IMPROVE SKILLS,
- EXPAND NETWORK WITH INDUSTRY,
- SHAPE STUDENTS' PERSONALITY; AND
- SUPPORT INITIATIVES TO INCREASE STUDENTS' MARKETABILITY.





UPM's Vision and Mission



1. UPM MUST LEAVE ITS COMFORT ZONE TO FACE AN UNCERTAIN FUTURE
2. FUTURE EXCELLENCE REQUIRES A COLLECTIVE EFFORT THAT IS STRATEGICALLY ORGANISED BY AN EFFECTIVE TEAM
3. LET'S GIVE OUR BEST BY ADHERING TO THIS STRATEGIC FRAMEWORK
4. AVOID ACTIONS THAT MAY DESTROY UPM



Agriculture • Innovation • Life

With Knowledge We Serve

