



Universiti Putra Malaysia  
Berilmu Berbakti | *With Knowledge We Serve*



CiRNeT

Pusat Hubungan dan Jaringan Industri

CENTER FOR INDUSTRY RELATIONS AND  
NETWORKS

UNIVERSITY FOR SOCIETY



# CORE BUSINESS

To facilitate industry-university engagement:

1. Development of the Industry Centre of Excellence (ICoE) on campus , by focusing on high impact projects (research, teaching/learning, industrial engagement, international internship, industrial grants and income generation)
2. Human resource development (upskilling) for students and staff (domestic and international attachment)
3. Corporate Social Responsibility by industry
4. Assist in income generation for industry – community programs
5. Manage the Industry-Community Relations Intelligent System (iCRIS)

Government



University



Penta Helix Engagement Model

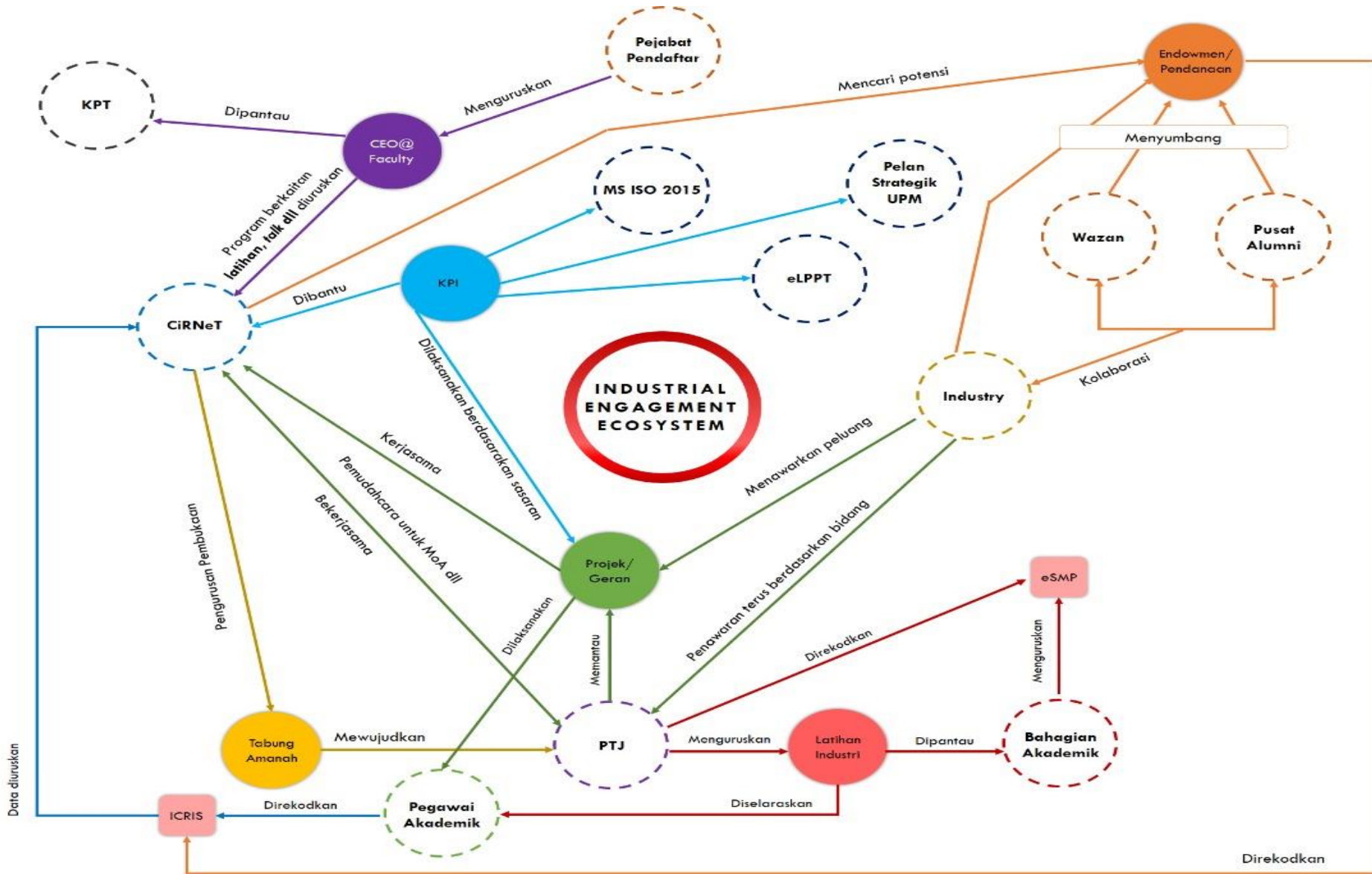


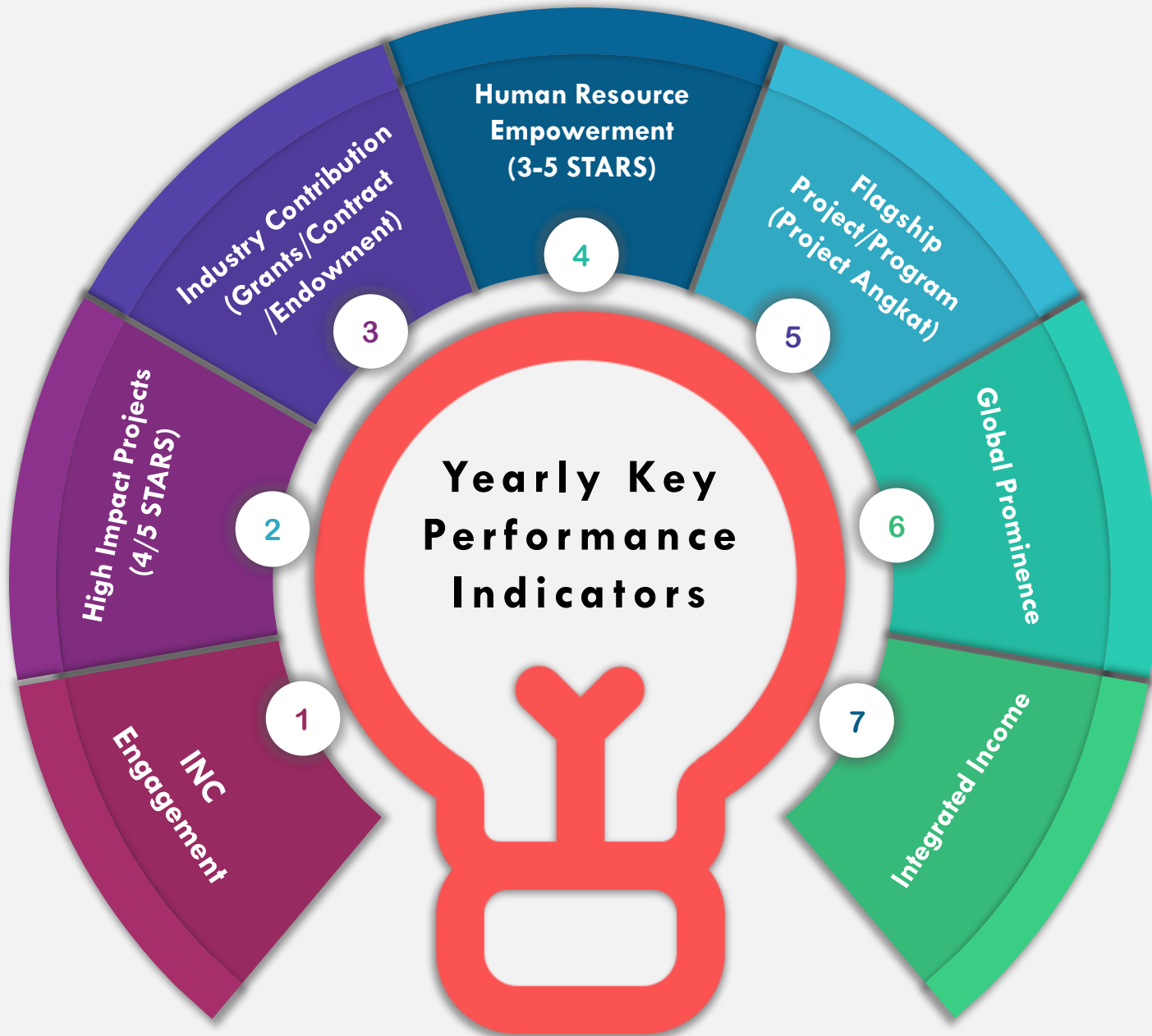
Industry

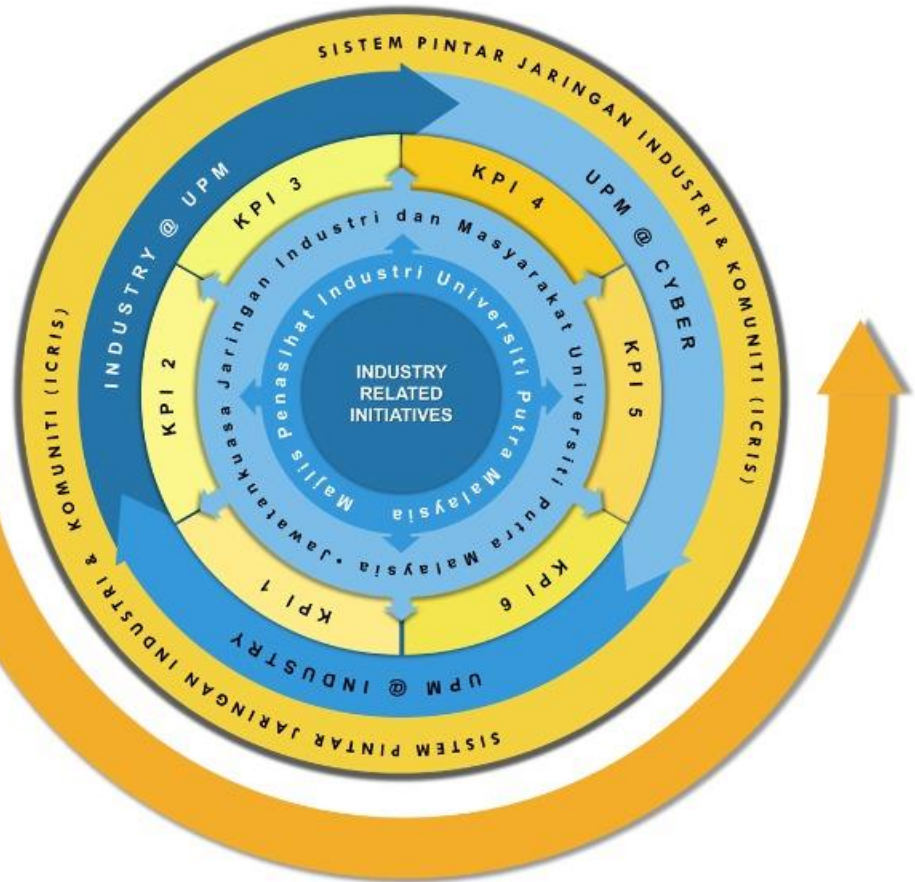
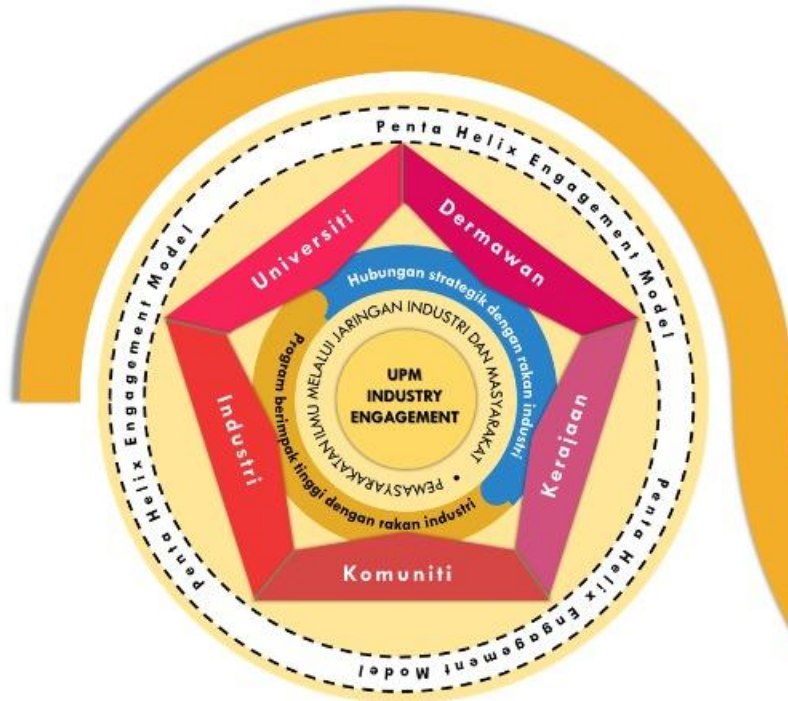


Philanthropist







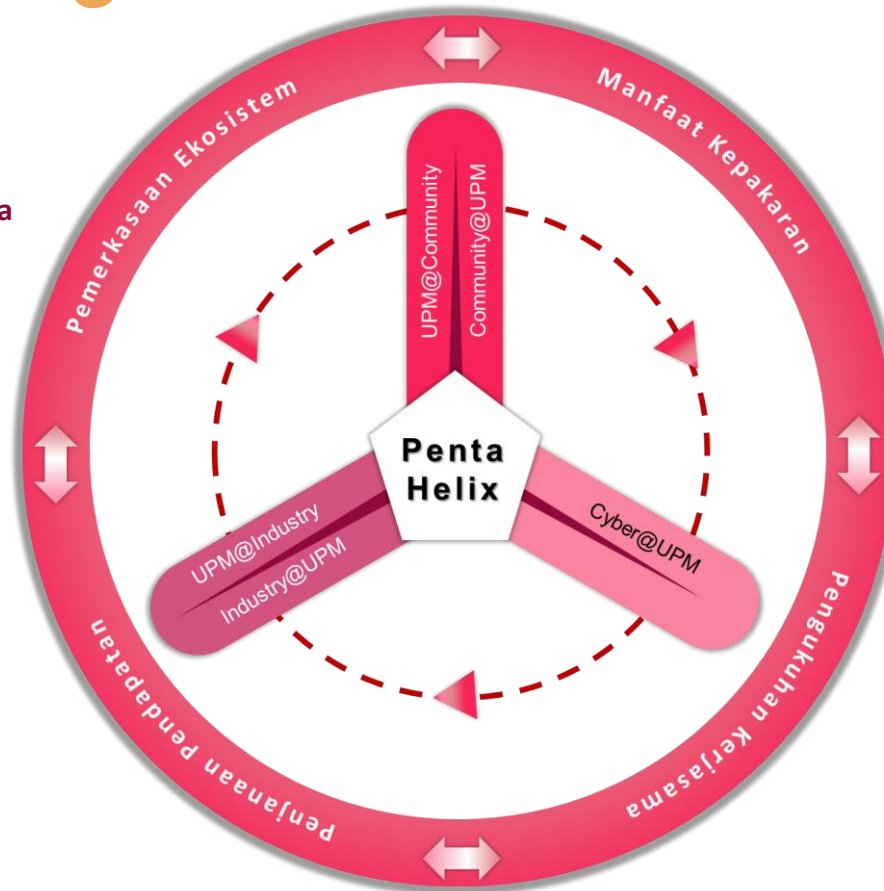


UNIVERSITI PUTRA MALAYSIA  
 INDUSTRY ENGAGEMENT FRAMEWORK 2021 – 2025

## INISIATIF UTAMA **MATLAMAT 3**

- JK Majlis Penasihat Industri
- CEO@PTJ & Mini U4S
- Direktori kepakaran
- Komunikasi dan visibility media
- Kriteria kenaikan pangkat

- Projek komuniti berimpak
- Kesenambungan program melalui mentor-mentee
- Pakej Industri 2.0
- Jaringan antarabangsa melalui MNC

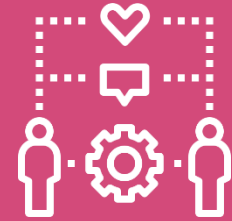


- Koordinasi Kerjasama strategik
- Pemindahan ilmu dan pengembangan
- I-COE
- Dermawan Industri

- Kerjasama melalui elemen IR 4.0 dan SDGs
- Tambah baik program yang melibatkan sangkutan industri
- Projek pengembangan pertanian

03

INDUSTRY  
@ UPM



04

UPM @  
INDUSTRY



05

UPM @  
CYBER





# THE THREE ENABLERS

FOR UNIVERSITY-INDUSTRY ENGAGEMENT

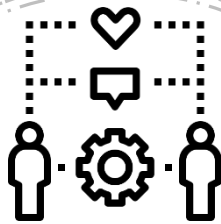
**INDUSTRY @ UPM**  
consolidating and strengthening the networking with the University at the industry level



**UPM@INDUSTRY**  
consolidating and strengthening the networking with the industry at the university level with industrial investment.

**UPM@CYBER**  
establishment of Smart University – Industry Digital Online engagement

# INDUSTRY @ UPM



there is a need to consolidate and strengthen the networking with the industry at the university level [under this track, there will be 3 new and 1 existing initiatives]

**Putra Philanthropist**  
[giving back to the 'community']

**iCOE 2.0**  
[establishing industrial centre of excellence]

**iCUBE**  
[‘Industrial Creative Solution for University Business Environment’ – an initiative to create a common working space at UPM for the industry to use]

**CEO@Faculty**  
[a continuation of existing programme]

THE ENABLER

# UPM @ INDUSTRY

Programs

## PUTRA SCHOLARS

[academician & students-  
industry attachment  
programme]



@ FACULTY

PROGRAMME 2.0

Programs

## CEO@FACULTY 2.0

[engineering the future  
by Identifying young  
talents]

# THE ENABLER

# UPM @ CYBER

## Programs



### DOiT

[**Digital Online Industrial Training** which to incorporate online briefing, logbook, instruction, digital video 'ex-situ' experience, reporting]

### iDiLS

[**Industrial Digital Lecture Series** ; to include delivery of online lecture, tutorial, case study by the industry for specific course]



### PutraX

[**Putra Experts**; providing online solution for industrial issues]. Some spin-off programme eg iMEDIC, iLAN, iAGRIC for internet-based solution and engagement]

### ARE

[**Augmented Reality Experience**; creating educational experience with entertainment touch; digital immersion]



# QS WUR 2021 Moved up **27** places from QS WUR 2020

Overall Rank 2020

**132<sup>nd</sup>**

Overall Score 2020

**52.7/100**

Top 50 under 50 2021

**10<sup>th</sup>**

Asia University Ranking (2020)

**33<sup>rd</sup>**

QS WU Ranking by Faculty (2020)

**210**

**199**

Engineering & Technologies

Social Sciences

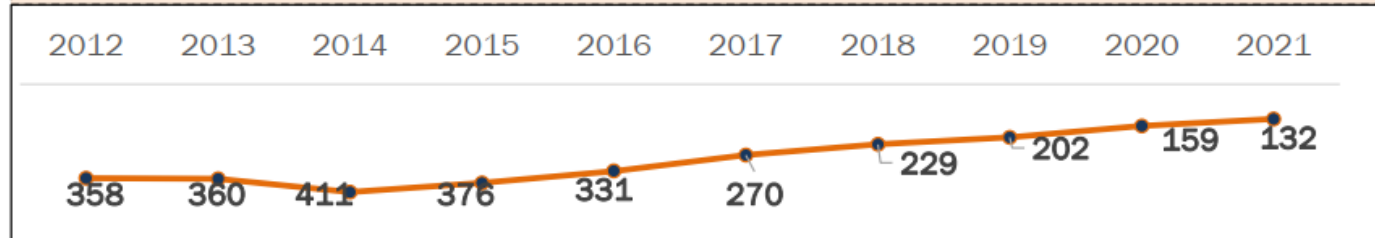
QS WUR by Subject (2020)

**51-100**

Agriculture & Forestry

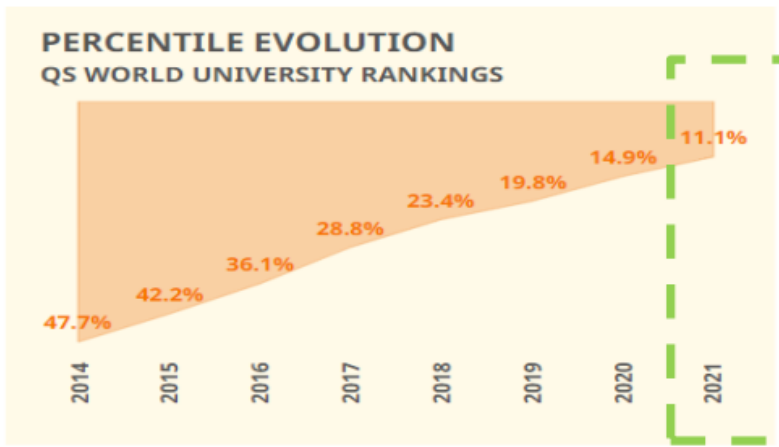
Academic Reputation (40%)		Employer Reputation (10%)		Faculty Student (20%)		Citations per Faculty (20%)		International Faculty (5%)		International Student (5%)	
WR	MR	WR	MR	WR	MR	WR	MR	WR	MR	WR	MR
155	4	159	5	162	4	531	4	312	4	128	1
<b>50.5</b>		<b>52.8</b>		<b>76.1</b>		<b>22.3</b>		<b>58.1</b>		<b>86.5</b>	

Overall Rank Revolution 2020



**TOP 12%**

In the 2021 edition, the institution performed among the top 12% in the QS World University Rankings.



## PENCAPAIAN UPM (2016 hingga 2021)

### QS WORLD UNIVERSITY RANKINGS – Scores By indicator

Indicator	Score						World Ranking						Rank in Malaysia					
	2016	2017	2018	2019	2020	2021	2016	2017	2018	2019	2020	2021	2016	2017	2018	2019	2020	2021
Academic Reputation (40%)	43.5	43.2	49.0	41.0	44.8	50.5	275	221	199	188	177	155	4	2	3	4	4	4
Employer Reputation (10%)	33.0	25.5	34.4	33.2	44.4	52.8	401+	401+	382	285	204	159	5	5	5	6	6	5

## PENCAPAIAN UPM (2020 vs 2021)

### QS WORLD UNIVERSITY RANKINGS

Indicator	Score				World Ranking				Rank in Malaysia			
	2020	Swing Value	2021	Swing Value	2020	Swing Value	2021	Swing Value	2020	Swing Value	2021	Swing Value
Academic Reputation (40%)	44.8	↑ 3.8	50.5	↑ 5.7	177	↑ 11	155	↑ 22	4		4	↑ 0
Employer Reputation (10%)	44.4	↑ 11.2	52.8	↑ 8.4	204	↑ 81	159	↑ 45	6		5	↑ 1

Remarks:

Employer Reputation

**Score:**

Increase lesser than previous year

2019 – 2020 (11.2)

2020 – 2021 (8.4)








**World Ranking**

Increase lesser than previous year

2019-2020 (81)

2020 – 2021 (45)

## KEDUDUKAN UNIVERSITI DI MALAYSIA MENGIKUT INDIKATOR QS WORLD UNIVERSITY RANKING 2021

Academic Reputation (40%)	Employer Reputation (10%)	Faculty Student (20%)	Citations per Faculty (20%)	International Faculty (5%)	International Student (5%)	Overall
UM	UM	UKM	UM	UTP		UM
USM	Taylor's Uni	UM	UTM	UM	Taylor's Uni	
UKM	USM	USM	UTP	MSU	UCSI	UKM
	UKM				UUM	USM
UTM		UTM	USM	Taylor's Uni	UIA	UTM
UiTM	UTM	UCSI	UKM	UMP	UTM	Taylor's Uni
UIA	UiTM	UniMAP	Taylor's Uni	Sunway Uni	USM	UCSI
Taylor's Uni	UCSI	UUM	UCSI	USM	UM	UTP
UCSI	UTP	MSU	-	UKM (11)	MSU	UUM
UTP	Sunway Uni	Taylor's Uni	-	UTM (12)	UKM	MSU



# SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 	





AIRASIA  
UNIVERSITI PUTRA MALAYSIA

WITH KNOWLEDGE WE SERVE

We ❤️ UPM  
UNIVERSITI PUTRA MALAYSIA

AIRASIA  
UNIVERSITY OF THE FUTURE  
EVERY DAY



MALAYSIA  
BY AIRBUS

UNIVERSITI PUTRA  
WITH KNOWLEDGE WE

AirAsia

9M-ADD

9M-ADD

AirAsia





# CEO@Faculty Programme



**TAHNNIAH**  
Atas kejayaan sebagai FELO  
**CEO@FACULTY PROGRAMME 2.0 MUSIM KE-3**



**YBRS. DR MOHD ROSLAN ROSNON**  
Pensyarah Kanan  
Fakulti Ekologi Manusia



**YBRS DR. ELISA AZURA AZMAN**  
Pensyarah Kanan  
Fakulti Pertanian



**YBRS. DR SERI NARTI EDAYU**  
Pensyarah Kanan  
Fakulti Perubatan dan Sains Kesihatan



**YBRS DR. ROSALAM BIN CHE ME**  
Pensyarah Kanan  
Fakulti Rekabentuk dan Seribina



**YBRS. PROF MADYA DR NURULFIZA  
MAT ISA**  
Prof. Madya  
Fakulti Bioteknologi dan Sains Biomolekul

**BELAJAR BERSAMA**

**PERTANIAN • INOVASI • KEHIDUPAN**

# Academia-Industry-Community Engagement



# International UPM-Alumni Engagement



# Industry-Student Engagement (Site visit)





# Academia-Industry Technical Training

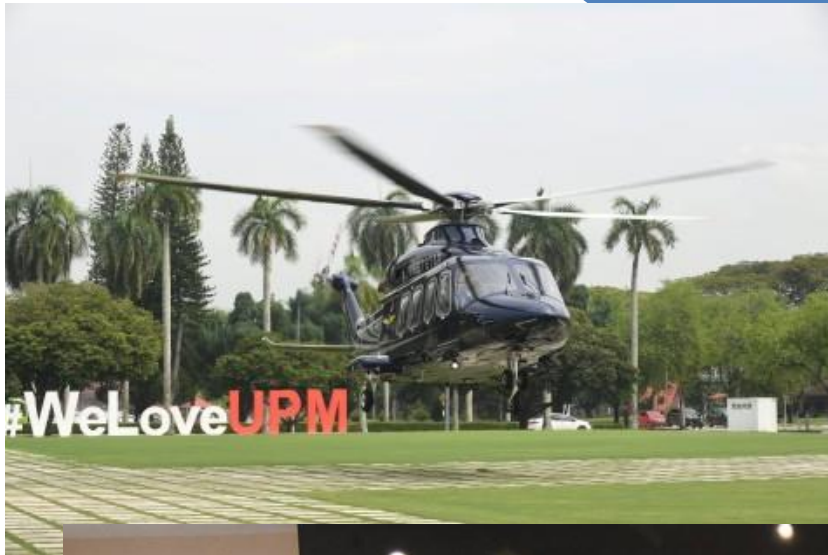


# International collaboration – Dagam Farm, South Korea



-Student Mobility Programme

# Philanthropist – Endowment by Tan Sri Syed Azman Syed Ibrahim, The Weststar Group



# Industry Centre of Excellence iCOE & Agro Tourism

## UPM-Farm Fresh ICoE to enhance local dairy industry

RAYYAN RAFIDI  
rayyan.rafidi@nstp.com.my

**F**OOD security is a growing issue faced by many countries and therefore, enhancing a nation's agricultural production is one way to meet local needs.

In Malaysia, one area the government is emphasising on is domestic dairy production.

Malaysia's self-sufficiency level (SSL) for fresh milk currently stands at 61 per cent. Through the 2017 National Dairy Industry Development Programme, the government aims to increase the SSL to 100 per cent in five years time.

In line with the national aspirations, a collaboration between Universiti Putra Malaysia (UPM) and Farm Fresh Sdn Bhd (Farm Fresh) hopes to strengthen the domestic dairy production capacity through the UPM-Farm Fresh Dairy Farming Industry Centre of Excellence (ICoE), which is set to open to the public next month.

Apart from the mission to elevate the nation's dairy industry, the 60ha facility located at UPM's Agricultural Park (UAP) in Serdang, Selangor, was slated to be a platform for academicians to increase research and development, as well as enhance the country's agriculture sector.

UPM vice-chancellor Professor Datuk Dr Aini Ideris said the collaboration has helped



(Front row, from left) Universiti Putra Malaysia vice-chancellor Professor Dr Aini Ideris, UPM Board of Directors chairman Professor Tan Sri Jasmon and Farm Fresh operations director Azmi Zainal visiting UPM-Farm Fresh Dairy Farming Industry Centre of Excellence (ICoE).

field among the younger generation with UPM's agricultural expertise," said Aini at the ICoE soft launch on Dec 20.

UPM would also benefit from the revenue generated by the farm with a profit sharing ratio of 40:60 with Farm Fresh.

"UPM's name will be printed on each dairy product produced by the ICoE project, increasing the varsity's visibility and brand in

livestock. "We cannot continue to rely on imported animal feed which is unsustainable in terms of the economy and food security. Efforts have been mobilised by universities and research institutes to resolve this issue but the public sector needs to work with the private sector to have a more efficient sharing of financial resources, expertise and technology transfer," said Aini.

Farm Fresh operations director Azmi Zainal said that the ICoE houses one of the nation's most sophisticated modern farms.

"Building the centre with a RM12 million budget, we utilise the Tunnel Barn technology developed by UPM which ensures a more relaxed and healthy livestock."

With 418 cattle, the farm is the larg-



FARM FRESH UPM

AGRO TOURISM CENTRE FOKUS KEPADA GENERASI MUDA

tu

• TRW SAHKAN PEMAIN IMPORT DARI KOREA SELATAN, KANG SEUNG-JO TINGGALKAN PASUKAN

## STUDENTS BASED ACTIVITIES



#GirlsCanDoAnything  
Campaign

HIGH FLYERS  
PROGRAM  
(STUDENT  
INTERNSHIP@AIRASIA)



#AIRASIA MAKNA  
2016  
CANCER BENEFIT  
& CONCERT



STUDENTS  
INTERNSHIP  
@INTERNATIONAL  
INDUSTRIES



**AGAR WOOD PROJECT**



**ROYAL BELUM FOREST  
EXPLORATION WITH FORESTRY  
DEPARTMENT**



**ENVIRONMENTAL AWARENESS  
PROJECT**



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI

**Universiti Putra Malaysia**  
Berilmu Berbakti | *With Knowledge We Serve*

**SARAWAK FORESTRY  
CORPORATION**



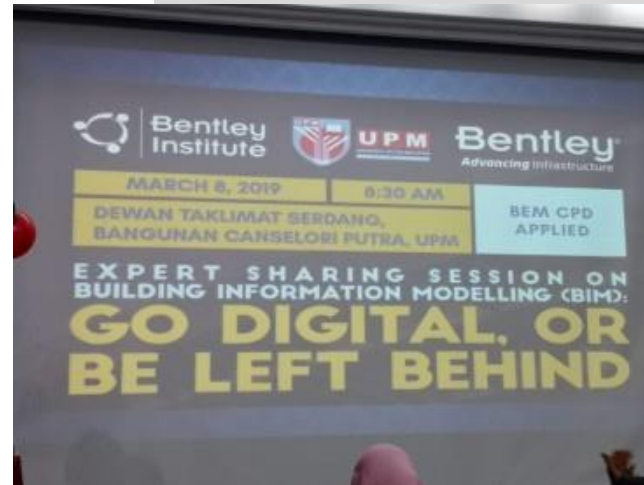
# UPM-AIRASIA CEO TALK





# IR4.0 related Engagement:

## Digital Healthcare engagement with BookDoc and Building Information Modelling with Bentley Institute





**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI

**Universiti Putra Malaysia**  
Berilmu Berbakti | *With Knowledge We Serve*



 **icris** | Sistem Pintar  
Jaringan Industri & Komuniti



**UPM ID** Sign in with UPM-ID



Pejabat Timbalan Naib Canselor  
(Jaringan Industri & Masyarakat)  
Universiti Putra Malaysia,  
43400 UPM Serdang, Selangor  
Tel: +603-8947 1188 / 1193  
Faks: +603-8947 1257/1259



# THE FIVE TRACKS

FOR UNIVERSITY-INDUSTRY COMMUNITY ENGAGEMENT

