

RESONANCE

September - December 2020
Issue 64 | ISSN 1675-7270



Gynura Procumbens Aids in Overcoming Infertility Caused by Diabetes





EDITORIAL TEAM

Chief Editor

Assoc. Prof. Sr. Dr. Norngainy Mohd Tawil

Executive Editor

Nastura Nasir

Wan Noor Hayati Wan Ismail

Mohamad Salleh Sulieman

Journalist

Asmahanim Amir

Publication Support

Mohd Noor Ramly

Designer

Sharmiza Zan

Photographer

Centre for Corporate Communications

Photo Unit

RESONANCE, UKM International Bulletin is published every four months by the Centre for Corporate Communications, Universiti Kebangsaan Malaysia.

Articles are welcomed and can be sent to:
pkk@ukm.edu.my

RESONANCE

Editorial Team

Universiti Kebangsaan Malaysia is one of Malaysia's premier research universities. Its' astounding and renowned presence in the academia is reflected through the various contributions it has made to the society, remarkable research that its researchers take part in and the many cooperation it made with the industry. Flip through Resonance's pages to read about UKM's prestigious achievements in research, publications, students and staff related activities. Happy reading.



Message from the Vice-Chancellor

PROF. DATO' DR. MOHD EKHWAN HJ. TORIMAN

My dearest 'warga' UKM,

Universiti Kebangsaan Malaysia has had the honour to host PENJANA-KPT Career Advancement Program (CAP) which was officiated by the Prime Minister YAB Tan Sri Muhyiddin Haji Muhammad Yassin on the 28th September 2020. The event took place in Dewan Canselor Tun Abdul Razak (DECTAR).

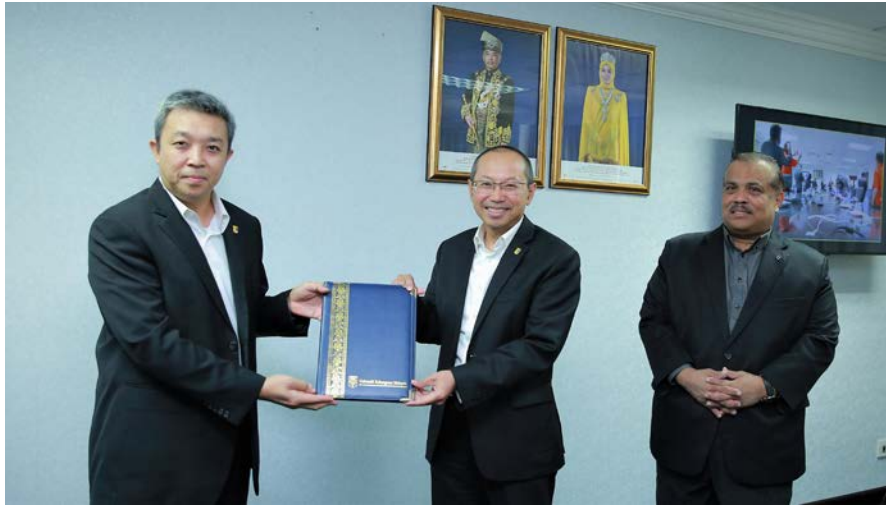
Allow me to record a word of appreciation to all UKM staffs who have worked tirelessly to ensure the event becomes a success. The program is an initiative by the government to help increase employment rate amongst youths, particularly during this period of economic uncertainty, due to the COVID-19 pandemic. I believe, students should be encouraged to take this opportunity to kick-start their career.

I would also like to congratulate all new students for this 2020/2021 academic session. A spike in Covid-19 cases has deterred us from welcoming them back on campus physically. In the face of the pandemic, the Ministry of Higher Education has decided to postpone any physical gathering and such until the situation is getting better. While the pandemic has put us to the test, I believe we can embrace the new norm by adopting online teaching and learning as part of the curriculum.

Finally, I have always reminded myself to perform my duties with sincerity, honesty, and integrity. Let us take pride in UKM core values and practice them in our daily lives.

In the wake of challenges, I reach out to all to continue uplifting UKM as one of the leading institutions in the world.

Thank you and best wishes.



CONTENT

UKM EXCELLENCE

- 06 Gynura Procumbens Aids in Overcoming Infertility Caused by Diabetes
- 08 Malaysia's First Oncofertility Centre in UKM to Help Fertility Problem
- 10 UKM has the Potential to become a Renowned University – Prof. Dato' Ir. Dr. Mohd Hamdi

UKM ALUMNI

- 12 PKK Continues to Chart Its Way with the New Director

UKM EXCELLENCE

- 14 iDietScore™ for Malaysian Athletes and Active Individuals

- 16 Marketing Strategies for Higher Education Institutions in Malaysia Amid the Covid-19 Pandemic

UKM EXPERT

- 18 UKM Provides Technology Learning Space as A Digital Knowledge Hub

STRATEGIC PARTNERSHIP

- 20 UKM Offer Master Programme to JPJ Staff
- 22 UKM and KKMM Collaborate to Conduct Creative Economic Copyright Research Project



Gynura Procumbens Aids in Overcoming Infertility Caused by Diabetes

A medicinal plant, *Gynura Procumbens* (GP), has been reported to overcome infertility due to diabetes.

The GP herbal extract does not only reduce blood glucose levels, but also improves sperm quality parameters and reproduction hormones, thereby increasing fertility and sexual behaviour of diabetic animals (tested) compared to those without treatment. Diabetes is one of the leading factors of infertility and libido problem in men.

This pre-clinical study is conducted by Senior Lecturer of the Faculty of Science and Technology, Assoc. Prof. Dr. Mahanem Mat Noor and her team.

Assoc. Prof. Dr. Mahanem Mat Noor said that research on *hempedu bumi* and *peria katak*, traditionally used as an alternative treatment for diabetes, showed that the herbs killed and reduced the sperm count.

“I would like to advise herbal treatment practitioners to be more careful when using medicinal herbs as an alternative treatment as side effects and toxicity factors must be taken into consideration. Apart from studying the effectiveness of the herbal *Gynura Procumbens*, we are also aware of the importance of toxicity studies. Our group conducted a research to determine creatinine levels in animal models in order to monitor the function of kidneys and enzymes involved in liver function, in addition to the study of the histology of cells and tissues of kidneys and liver,” she explained.

Assoc. Prof. Dr. Mahanem Mat Noor also added that an anatomist in the Faculty of Medicine, UKM, confirmed the efficacy of the GP herbal extract in improving cells and tissues of the liver and kidneys of diabetic animals.

Currently, this herbal product tested for its anti-diabetic and fertility enhancement has been commercialized as a functional drink with the brand name, Gynulin™, coined from the name



of the *Gynura* plant and insulin; whereby the mechanism of action of Gynulin resembles the latter (insulin mimic).

The product was also patent-filed in 2017 (PI 2017000028) and obtained a trademark for the brand Gynulin (TM 2019019019) in 2019.



Malaysia's First Oncofertility Centre in UKM to Help Fertility Problem

The Advanced Reproductive Center (ARC), the first oncofertility referral center in Malaysia is helpful to people with fertility problems, Health Minister Dato' Sri Dr. Adham Baba said.

He encouraged more scientists from genetic and fertility fields to utilise ARC as a reference centre. He also urged them to contribute their expertise to the facility.

In the health and medical tourism industry, fertility has been on top of the list after cardiovascular treatment (heart treatment) and oncology (cancer).

“The government always welcomes the centre which provides conservation services or ovarian tissue freezing. We think universities should now be focusing on producing experts in the field of oncofertility as well as scientists who can engage in genetics and fertility.”

Dato' Sri Dr. Adham said the rebranding of Medical Assisted Conception (MAC) is the effort to help improve fertility treatment and reduce the incidence of cancer that may occur to the women.

“The centre is of twofold; treating fertility and preventing cancer amongst women such



as cervical cancer and cancer. We do hope that it will be the centre of reference,” he said during a press conference after the Launching Ceremony of the Malaysian Preservation Fertility Association and the Ovarian Tissue Conservation Service as well as the Advanced Reproductive Centre and as the First Oncofertility Reference Centre in Malaysia at the Chancellor Tuanku Muhriz Hospital.

UKM Vice-Chancellor, Prof. Datuk Ir. Dr. Mohd Hamdi Abd Shukor also added, “In 1997, the ARC started as the MAC which offered infant tube testing services. In 2011, it upgraded itself as one of the hospital’s centres of excellence.

“Based on a report, the centre has carried out between 300 to 350 in-vitro fertilisation (IVF) cycles and 300 artificial insemination cases in



the last three years. This included 10,000 reproductive procedures as well as appointments per year,” he said.

Meanwhile, Dato’ Dr. Adham added, the ovarian tissue freezing service (Ovarian Tissue Cryopreservation – OTC) is a new service in Malaysia. It is now necessary to start a comprehensive oncofertility service in Malaysia.

“OTC services are very important for a woman with cancer. It can enable ovarian tissue to be reused after a patient has finished seeking cancer treatment such as chemotherapy,” he said.



“The centre is of twofold; treating fertility and preventing cancer amongst women such as cervical cancer and cancer. We do hope that it will be the centre of reference,”
- Dato’ Sri Dr. Adham



UKM has the Potential to become a Renowned University – Prof. Dato' Ir. Dr. Mohd Hamdi

UKM, which has now reached the age of 50 years has the potential to become a renowned university, not only in Malaysia, but also in the world, said Prof. Dato' Ir. Dr. Mohd Hamdi Abd Shukor, the former Vice-Chancellor of UKM.

He said UKM is a very potential university and has many advantages in various fields.

“I am fully confident that one day UKM will become a renowned university and will go far ahead of all universities in Malaysia if all staff and students are united and work sincerely for the university. Besides that, the values of KAMII (Equality, Accountability, Merit, Innovation and Integrity) are exactly what we are in, and I am sure we can achieve many good things,” he said.

Prof. Dato' Ir. Dr. Mohd Hamdi said this in a special interview on his last day at UKM as Vice-Chancellor of UKM.

He said the leaders would come and go, but what was important is the construction of the institution.

"The building should be continued. I came to UKM before this is to strengthen what has been built by the former VC (Vice-Chancellor). The same goes for the next VC, will strengthen what we have built before," he added.

He also called on all UKM staff to work together to ensure the momentum that has been built is continued and to make sure UKM becomes a world-class university.

Within 22 months becoming Vice-Chancellor of UKM, Prof. Dato' Ir. Dr. Mohd Hamdi has shown an excellent leadership figure when UKM sketched a lot of successes.

Apart from the position in the QS World University Rankings which has boosted UKM to the rank of 141 best in the world and THE Asia University Rankings ranked 160th, he has also managed to mobilize all UKM staff, especially academicians to increase the publication of books, journals and international papers, besides to seek more industrial research grants and international grants. As of the third quarter of

2020, UKM has increase the international research grants to 161% compared to 2019.

Prof. Dato' Ir. Dr. Mohd Hamdi Abd Shukor ended his 22-month term as Vice-Chancellor of UKM on October 31st 2020 and was appointed as the new Vice-Chancellor of the University of Malaya from November 1st, 2020.





PKK Continues to Chart Its Way with the New Director

Being appointed as the Director of the Centre for Corporate Communications (PKK) is a huge responsibility; at least, that was what came to AP Dr. Norngainy Mohd Tawil's mind when she accepted the offer. Despite her profession as a lecturer in Faculty of Engineering and Built Environment, with specialization in housing management focusing on high-rise under the Strata Management Act (Act 757), she plucked up her courage and challenged herself.

"I've always thought this appointment as an opportunity that I need to fulfill with responsibility, besides the honor and trust given," she said thoughtfully.

Prior to her current duty, she took the responsibility as Deputy Director of the UKM Centre for Entrepreneurship Development and SMEs (CESMED) from 2014 until 2019. Her experience in entrepreneurship has somewhat helped. She cited two things to enhance UKM's image; highlighting the UKM Brand locally and globally, and uniting Warga UKM in the context of 'We are UKM'.

With an abundance of research experts in this institution, Dr. Norngainy plans to make use all the mediums available to bring them forward. As a start, she is to develop the Expert@UKM database.

“This is an effort to highlight all UKM researchers by creating a poster of the researcher with excerpts of expertise and QR Code that will be linked to the information of their respective scholars,” she emphasized.

She has also proudly cited a slew of international institutions such as Imperial College London (ICL), University of Cambridge, and University of Oxford by creating a TikTok account as one of the mediums in order to highlight elements of UKM. Now, aside from UKMTube, both have received good response from community overall.

She also has a faith in the corporate publications as a means to reach out to even larger segmentation of stakeholders such as strategic partners, schools, and the community. To accelerate, PKK sets up meeting sessions with faculties and institutes with mass media groups have been planned to build a good and strong network between the two.

However, this would’ve been possible without the help from faculties and institutes. “Faculties and institutes have always been the main resources. We do hope they will contribute articles so we can work together to disseminate the content to the public at large.”

She is also planning to hold series of workshops on image consultation and that will include a communication skill course and what they are supposed to do during an interview for television, newspaper, magazine or radio.

“To build a rapport with the mass media, UKM researchers must eradicate shyness. They must be confident and firmly voice their views so that the public will trust more.



Dr. Norngainy believes when the initial planning has been drafted, she will be able to put this to work. As the director, she will ensure that PKK services are improved from time to time. She really hopes that Warga UKM will cooperate to further strengthen UKM’s role as one of the leading higher education institutions in the country.

“UKM will definitely shape the intellect and culture for the well-being of our nation and the world,” she said confidently.

iDietScore™ for Malaysian Athletes and Active Individuals

A mobile application to monitor the Malaysian athletes' diet, iDietScore™, will be in the market soon. It is initially a project research led by Assoc. Prof. Dr. Nik Shanita Safi from UKM. The team has collaborated with the National Sports Institute (ISN) that provided funds to help improve the diet by developing the application.


In view of this, Dr. Nik Shanita said iDietScore™ is a mobile application that will help athletes and active individuals to monitor their food intake through menu plans using artificial intelligent. Both UKM and ISN have agreed that the product has commercial value.

“Currently this app is at the usability phase which involve 50 ISN athletes mostly endurance, rhythmic, strength and resistance athletes as well as active individuals,” she said.

There were eight researchers from UKM involved in the project. The Faculty of Health Sciences represented six researchers while the Faculty of Technology and Information Science had two. Another two researchers were from ISN.

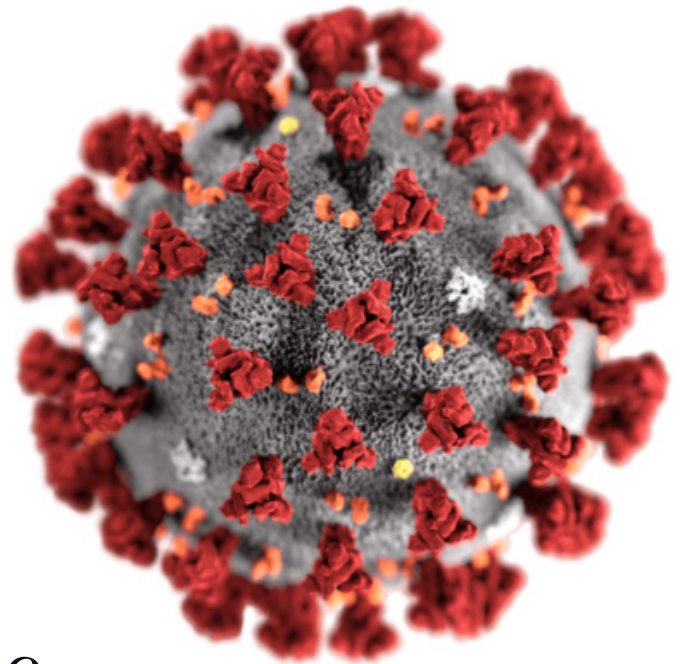
The development of iDietScore™ application is a collaboration with UKM Information Technology Centre who is appointed as a vendor.



A person is running away from the camera on a paved path that leads into a dense forest. The person is wearing a black and red long-sleeved athletic top and black athletic pants with red accents on the lower legs. The path is covered with fallen leaves, and the trees on either side are lush and green, suggesting a park or forest setting. The lighting is bright, indicating it might be daytime.

“Currently this app is at the usability phase which involve 50 ISN athletes mostly endurance, rhythmic, strength and resistance athletes as well as active individuals,”

Marketing Strategies for Higher Education Institutions in Malaysia Amid the Covid-19 Pandemic



After months of battling the Covid-19 pandemic, it seems the way out to win is almost impossible. Survival weighs on the minds of humankind. From hawkers to conglomerates, government to private sectors— no one is spared.

To the same degree, higher education institutions in Malaysia are not being left alone facing this catastrophe. The budget is continuously being reviewed. This includes marketing and promotion. As marketing allocations shrink, marketers in higher education institutions need to innovate to survive. Traditional marketing desperately needs rebranding.

Unquestionably, for a long time, campus visits have been regarded as important and effective. It is about time to consider email as the means for communication. Most of us today tend to overlook: Those printed promotional materials can be digitized. Brochures, prospectus, and handbooks can break the internet directly to prospects. Ultimately, identifying prospects is equally important to get the materials safely arrived.

Meanwhile, video tours and interviews from senior students can replace the physical tour to provide an overview of the institutions. In this regard, student speakers play the role of ambassadors, concomitantly do the marketing on behalf of the institutions. Speaking from real experience, senior students can take this opportunity as a giveback to their juniors and community at large.

Interestingly, the use of Google Maps can be advantageous to prospective students. As physical experience has become limited, walking around the campus virtually sounds interesting. Institutions might consider updating the virtual neighbourhood and show prospects the way to lecture theatres, auditoriums, laboratories, and classrooms. Let the prospects venture off and look around the campus to get the real feel.

Let's also not forget social media platforms that can be optimized to escalate engagement. Instagram, for instance, is probably the most famous platform for reaching out to prospects. While it is advisable to only upload one content



per day, the story feature gives room for institutions for news and updates. The content editor should be prepared at any time for the latest information.

Colleges and universities in Malaysia need to be specific in addressing immediate challenges and concerns in the long run. The idea of switching to online learning seems unavoidable even though many institutions have announced plans to welcome some students back to the campus.

Such presumed innovative means, however, is not without issues. To students, internet access, convenient space, and other resources like laptops or computers have been haunting them especially the underprivileged group. To the institutions, this will likely increase the cost as they will have to allocate more budget for speedy internet reach. At any rate, the new setting of teaching and learning contributes to less effective interaction between students and lecturers in the classroom.

Inevitably, many colleges and universities adopt to ban social gatherings. Having said that, admissions and enrollment events will be stuck. Even if they think they need to do it on a small scale, this requires concerted efforts from many departments. A solid standard operating procedure (SOP) should be developed, refined, and followed strictly. In other respects, admissions and enrollment can be administered online.

Covid-19 threatens, affects lives, and changes many sides of humanity. It is an uphill battle and what the future has in store is as clear as mud. The prevalent question is not only to keep the newly adopted means effective but also to be flexible in order to keep the campus life going.

UKM Provides Technology Learning Space as A Digital Knowledge Hub

UKM has developed AktivUKM™, a technology learning space in collaboration with Switch and Apple to all students and UKM staffs.

UKM Vice-Chancellor, Prof. Dato' Ir. Dr. Mohd Hamdi Abd Shukor said AktivUKM™ space is the first technology learning space in Malaysian public universities that involves strategic collaboration with industry as a knowledge hub and connects students, lecturers, and UKM staff.

The idea of establishing the AktivUKM™ was in line with the UKM Strategic Plan 2019-2021 or the House of Quality. The Centre for Pengajaran-UKM has been given the mandate to launch and organise the Empowerment of Teaching & Learning and Talent Outreach.

“In line with the mandate, it is hoped the establishment of AktivUKM™ space can empower students with relevant and futuristic skills to face the era of the 4th Industrial Revolution.

“AktivUKM™ symbolically drives digital teaching and learning activities among campus residents and the community. The Tun Seri Lanang Library, is a strategic location which connects knowledge in the physical world and the digital world,” said Prof. Dato' Ir. Dr. Mohd Hamdi.

Through this learning space, students will be guided by Switch and Apple to get the hands-on experience and master the futuristic and digital skills for their future career.



UKM Offer Master Programme to JPJ Staff

UKM has introduced a new master degree programme, Master of Social Sciences (Transport Policy, Logistics and Enforcement) to officers of the Ministry of Transport Malaysia. The programme is a result of strategic collaboration between UKM and the Road Transport Department (JPJ).

The Minister of Transport, Datuk Seri Ir. Dr. Wee Ka Siong emphasized the programme is designed to produce officers who specialize in the area of transportation, logistics, and enforcement domestically and abroad.



“It is a comprehensive programme that takes into account the needs of all staff in the Ministry of Transport. With 8,000 staff, we strongly encourage them to take up the programme considering JPJ is now facing many challenges.

“We need to improve our knowledge, skills, and attitude. I think the cooperation with this

leading university will ensure excellence in our institution,” he said.

In light of this matter, Malaysian Qualifications Agency (MQA) has certified the programme. On top of that, the Public Service Department (JPA) also offers Federal Training Prize (HLP) scholarship to staff who continue their studies in this field.

UKM lecturers and experience trainers from JPJ Academy will contribute in the aspect of teaching and learning. This will include local and foreign experts as teaching fellows from time to time as well as experts from other faculties such as Faculty of Social Sciences and Humanities, the Faculty of Law, the Faculty of Engineering and Built Environment and the Faculty of Business Management.



UKM and KKMM Collaborate to Conduct Creative Economic Copyright Research Project





secretary-general Datuk Suriani Ahmad and UKM Institute of Ethnic Studies (KITA) Founding Director, the Distinguished Prof Datuk Dr Shamsul Amri Baharuddin.

The Minister of KKMM, Dato' Saifuddin Abdullah said the research would identify, analyse, and solve problems faced by the country's creative industry by using existing infrastructure especially the National Creative Industry Development Council (MPIKN).

"Artistes like singers and musicians need to sign a contract without having any idea what they agree to and end up having copyright issues," he said at the signing of the LoI for the research cooperation via video conference.

Dato' Saifuddin also launched the Creative Industry Advisory Panel whose memberships are from KKMM, KITA-UKM officials, lawyers, and experienced creative industry players to provide advice, training, and seminars.

"The panels will prepare the frequently asked questions (FAQ) and programmes to increase awareness among artistes about copyright, contracts, royalty, welfare, and funds relevant to their projects," he added.

The panel's hotline email advisedkreatif@kkmm.gov.my will start operating next year.



UKM through the Institute of Ethnic Studies (KITA) with the Ministry of Communication and Multimedia Malaysia (KKMM) will conduct a research on creative economic copyright issues and the welfare of creative industry players.

The Letter of Intent (LoI) for the research project entitled "Identifying the Creative Economy's Copyrights Issues and Welfare of Creative Industry Players", inked by KKMM



UKM

Varsiti Kita

BUILDING THE NATION AS ALWAYS



@UKMOfficial
@ukminsta
@ukm_my
@ukmevents
@ukmtubes
@universitikebangsaanmalaysia
@ukmtiktok

Centre for Corporate Communications
Universiti Kebangsaan Malaysia
43600 UKM, Bangi Selangor, Malaysia
☎ +603 8921 5540/3370/4142 ☎ +603 8921 4097
✉ pkk@ukm.edu.my



CENTRE FOR CORPORATE COMMUNICATIONS • UKM

ISSN 1675-7270



9 771675 727004