



USM

UNIVERSITI SAINS MALAYSIA

MARCH 2007 Volume 2 No.1

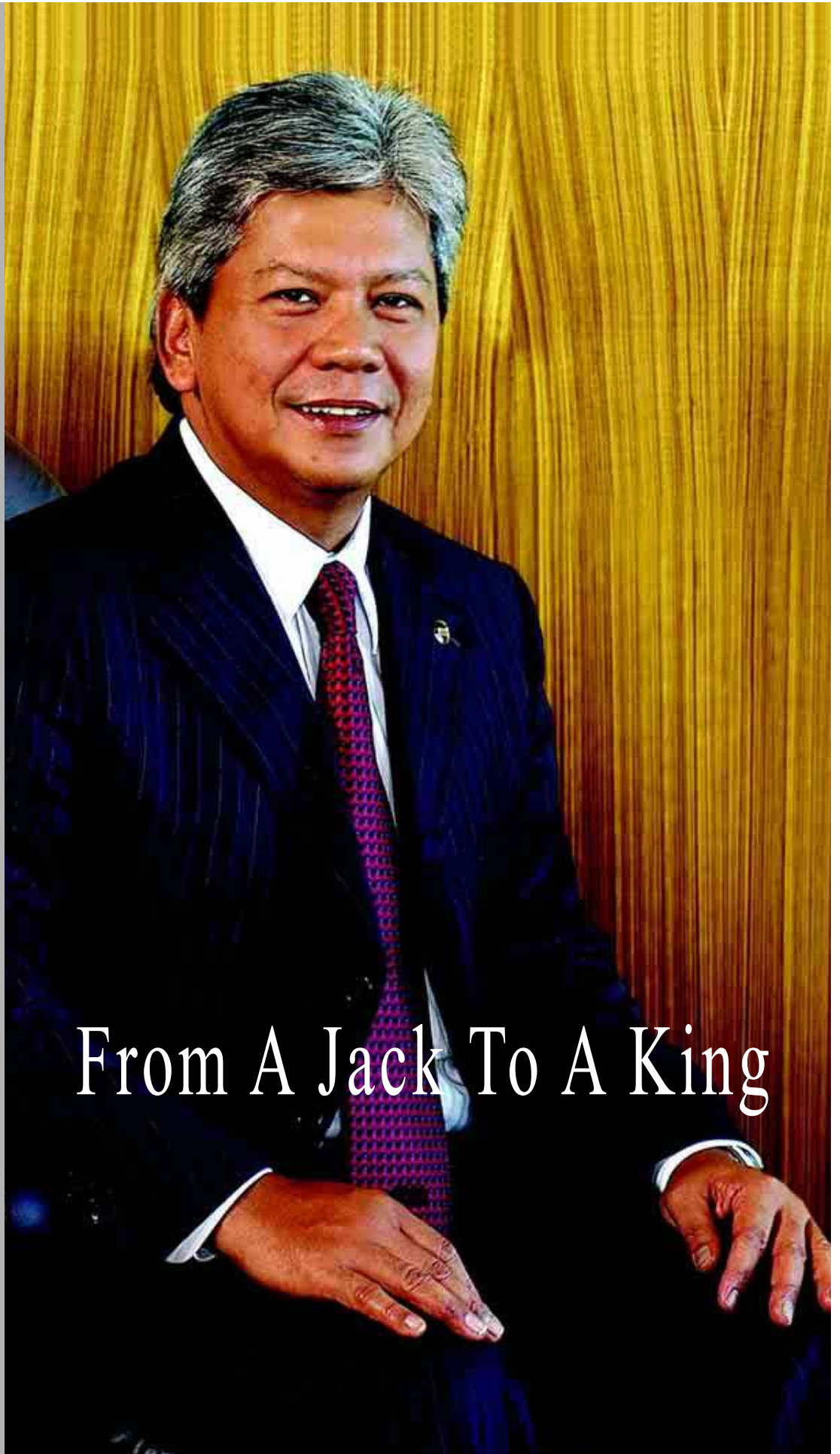
USM Alumni Magazine

The Leader

ISSN 1675 - 0063



9 771675 006000



From A Jack To A King

2 A Regal Transition

SPECIAL FEATURE

4 Nurturing The Mind

SUSTAINING HERITAGE

10 British Soldiers Remember Minden...

PERSONALITY

12 From A Jack To A King

STILL REMEMBERED

15 Perginya Seorang Sahabat

CAMPUS LIFE

19 A Personal Note on Sirih Pulang ke Gagang: Call It "Love"

22 THE Pioneers

24 Doctors' Network

28 The Other Residents

BRIDGING IDEAS

34 Can It Still Be Called "Alternative" When Everyone Is Using It?

37 Termites - The Cryptic, Elusive and Tiny House Wreckers

40 Worming the Nation

INTERNATIONALISATION

43 Ups and Downs On Foreign Shores

46 Brussels Eureka Exhibition 2006

HIGHLIGHTS

48 At The Forefront

49 Celebrating the 35th Anniversary of Communication Studies at USM

51 A Feather in the Cap

52 Ketupat, Rendang & Friendship

53 AGM of Persatuan Alumni USM (PAUSM) 2007

54 USM Publications 2007

The Editorial Team



Editor

Mohamed Talhah Idrus (B.Soc.Sc. '74)

Editorial Team

Anees Janeer Ali (B.Mgmt '97)

Azizah Omar (MBA '00)

Hamima Dona Mustafa (B.A. '73)

Rajen M (B.Pharm '85)

Haslina Haroon

Assistant Editor

Sharifah Munirah Syed Mohamed (B.Soc.Sc. '74)

Yong Chek Yoon

Hasnah Md Jais (B.Sc. '78)

Lee Chow Yang (B.Sc. '93)

Nor Rafidah Md Zain

Nur Fadhilina Misni (B.Mgmt '05)

Zamhari Ahmad (B.Mgmt '04)

Alec Chin (B.Comm '92)

Mohd Fairus Md Isa

Rohana Mus'od (B.Fine Art '05)

Idris Yusof

From the Editor

This second issue of *The Leader* continues the tradition of keeping USM alumni informed of the history and development of their alma mater, apart from attempting to reconnect old friends and acquaintances. It also sees a surge in contributions for publication. As welcoming as this may be, it does cause some problem of selecting and editing. Thus additional staff has been roped in to maintain the quality of production.

We have also initiated a section on photos of our pioneering alumni. This issue features "THE Pioneers" of Universiti Pulau Pinang (then). A new column "Still Remembered" will occasionally adorn the pages of our magazine.

Despite these "development", the original format and aim of *The Leader* have not been sacrificed. At the same time the regular columns are maintained.

While we wish that this issue will find a wider readership among our alumni, we hope that it is also palatable to our extended readers who never pass through the lecture halls of USM. We will be more than happy to hear from as many of you as possible as to how we can make *The Leader* interesting to the alumni and newsworthy to the rest of you. We, therefore, welcome contributions, may they be short jokes, views, or informative concise essays.

Happy reading.

Mohamed Talhah Idrus
B.Soc.Sc. '74
Chief Editor

BALIKAMPUS

7 - 9 December 2007

Minden Campus, Penang.

It's A Date!!



Errata

In Vol.I November 2006:

- Page 24, the name appearing in the caption for picture 1 should be Ling Yoke Li instead of Ling Yoke Lin.
- Page 37, the second paragraph should be 'For 2006-2007, Universiti Sains Malaysia is once again elected as a representative of Asia in the CUSAC Executive Committee. This is then third term for USM to be in the Executive Committee and the second term for Ms. Norpisah Mat Isa, as representative of USM to chair the Executive Committee Meeting.'

The error is sincerely regretted.



A Regal Transition

We would like to congratulate His Royal Highness, DYMM Tuanku Syed Sirajuddin Ibni Al-Marhum Syed Putra Jamalullail as the Fourth Chancellor of Universiti Sains Malaysia.

We are confident that under the leadership of His Royal Highness, USM will reach greater heights of distinction and achievements.

The Alumni also wishes to express its heartfelt gratitude to Her Royal Highness, DYMM Tuanku Tengku Fauziah Binti Al-Marhum Tengku Abdul Rashid, for the remarkable contributions as the Third Chancellor of Universiti Sains Malaysia.



*His Royal Highness,
DYMM Tuanku Syed Sirajuddin Ibni
Al-Marhum Syed Putra Jamalullail*



*Her Royal Highness,
DYMM Tuanku Tengku Fauziah Binti
Al-Marhum Tengku Abdul Rashid*

Nurturing The Mind

The Ninth Malaysia Plan (9MP, 2006-2010) places a great deal of emphasis on the development of human capital, especially as spelt out in the second thrust: "raising the capacity for knowledge and innovation, and nurturing a "first class mentality." In more ways than one, this has a number of implications on the role of a university as one of the major institutions responsible for education and training. After all, those enrolled in schools at the beginning of the 9MP will be among the 2020 cohort of students who will be entering the universities then.

Nurturing The Mind

It is in this context that USM must now position itself in meeting the challenges ahead as part of the next wave of development toward the year 2020. This entails some of the following:

- ▶ Promoting *Islam Hadhari* as a comprehensive and universal development framework for the nation
- ▶ Undertaking comprehensive improvement of the education system, from pre-school to tertiary level, from the aspects of curriculum and teaching to school facilities, with a special focus on raising the standard of schools in rural areas
- ▶ Producing universities of international standing and ensuring that tertiary institutions meet the needs of employers
- ▶ Creating more avenues for skill development, training, and lifelong learning for the labour force at all levels and for all ages, including in ICT
- ▶ Providing an environment and innovation system which encourages top-quality R&D, and its commercialization

- ▶ Refining and implementing programmes which encourage the development of a strong moral and ethical culture as encapsulated in the National Integrity Plan (NIP)
- ▶ Empowering youth and women to participate in national growth and development

In other words, USM needs to plan and focus beyond 2010, taking into consideration that the future of higher education should be in tandem with the nine challenges envisaged under the blueprint of Vision 2020. Although USM is fortunate to have initiated a scenario planning process in May 2005, covering a period of twenty years until 2025, there must be some progress before arriving at the preferred scenario. Nevertheless, thus far, it does add value in constructing a series of possible 'big' picture for higher education locally as well internationally. It has provided many useful insights derived from some of the issues and trends that have emerged.



Prof. Abdul Latif Ahmad (second from left) - a multiple award winner.

Next after the second thrust in the 9MP, is the fourth thrust: "improving the standards and sustainability of the quality of life." The success of this thrust is closely intertwined with the success of raising the capacity of knowledge and innovation. For instance, as far as USM is concerned, the improvement of standards and sustainability of quality of life must be firmly anchored on knowledge as a basis for innovation, and this requires a new mindset. As early as 2001, the university has been actively pursuing a similar idea when it launched a campuswide "Kampus Sejahtera" programme, and later "the University in a Garden" concept, now a tagline for the university. The ultimate target is undoubtedly a heightened quality of life, albeit limited to the campus citizens. Henceforth, many of the details listed under the fourth thrust are keenly supported by USM under "The University in a Garden" concept, and they include:

- ▶ ensuring better protection of the environment and more efficient usage of natural resources
- ▶ enhancing energy sufficiency and efficiency, including diversifying sources of energy
- ▶ improving access to quality healthcare and affordable housing
- ▶ ensuring public safety and security
- ▶ enhancing the development and promotion of Malaysian culture, arts and heritage

In some of the aspect outlined, USM has proudly pioneered a number of innovative activities of significant social impacts. Overall, they have served the university well and are poised to act as a platform in further meeting the targets envisaged under the fourth thrust.



Large and ornamental trees adorn much of the campus.

In so doing, USM has strategically positioned itself to contribute to nation-building in a sustainable way by nurturing knowledgeable and skilled human talent and capability based on creation, dissemination and transfer of knowledge. At the same time, it creates opportunities to generate knowledge-based enterprises for equitable wealth and improving the quality of life in a sustainable way.



During migrating season, visiting birds such as these common kingfishers can be found around Tasik Harapan.

It is through such an effort that USM can most assuredly relate itself to yet another thrust in the 9MP, namely the first thrust: "moving the economy up the value chain," the achievement of which is made easier with mutual support from the two previous thrusts. In particular, as enumerated under the first thrust, it focuses on the need to increase productivity and

competitiveness, to generate new sources of wealth and to create jobs in technology-intensive and knowledge-intensive sectors.

Indeed, much of the value that could be added to the "new" economy must rest on how knowledge could be transformed within the framework of "sustainable development" in a more encompassing way, beyond just issues related to the environment. The relevance of this

Nurturing The Mind

was underscored recently by United Nations when it declared *The Decade of Education for Sustainable Development (2005-2014)* in March 2005. The matter became more pertinent when USM is designated as The Regional Centre of Expertise (RCE) on Education for Sustainable Development in June the same year, making it the only such centre in ASEAN with such a global mandate.



Thus as observed from the above figure, USM does not only dedicate itself to the effort to accomplish the National Vision and Mission, but also feel compelled to take on the role of a global player in advancing and advocating Education for Sustainable Development inter alia with the Millennium Development Goals.

That USM is now a research-intensive university (RIU), as documented in the 9MP, presents another novel perspective in executing its mandate as a RCE. After all, one of the core businesses of a RCE is to initiate innovative research that could translate the various dimensions of sustainable development from a concept into reality. This hinges largely on transforming education such that "sustainability" is an integral part of improving the quality of life.

In short, it fits well into the vision of USM as RIU, namely, "generating and nurturing creative talents for a sustainable tomorrow." This is further fostered by the following RIU objectives:

- ▶ to position research and innovation as the university's strategic advantage internationally
 - ▶ to produce high quality human talent to meet the nation's drive towards a creative economy
 - ▶ to attract and nurture talented postgraduates and researchers in highly specialised areas of research
 - ▶ to strengthen research-driven innovation systems
 - ▶ to incrementally increase the quality of research performances
 - ▶ to enhance entrepreneurial research quality and innovativeness,
- and
- ▶ to promote high-impact research output for scientific and social advancement



Perutusan Tathunan Naib Canselor - 1 Februari 2007

Research University Audit Scores for USM (MOHE, 2006)

2000-05

No.	Criteria	Mark	USM Scores (%)
1	Quantity & Quality Researchers	25	20.05 (80%)
2	Quantity & Quality Research	30	20.92 (62%)
3	Quantity of Post-graduates	10	6.62 (66%)
4	Quality of Post-graduates	5	4.84 (98%)
5	Innovation	10	10.00 (100%)
6	Awards & Professional Services	7	7.00 (100%)
7	Supporting Services	5	4.40 (88%)
8	Networking and Linkages	8	3.92 (32%)
Total Score		100	77.75 (78%)

U-M
Pasang
Februari 2006

The conclusion reached by an independent audit team commissioned by the Ministry of Higher Education to determine whether USM met the criteria of a research-intensive university points to results which are very encouraging. Of the eight variables (a summation of 32 subvariables), USM scores full marks in two, and scores more than 60 per cent in five others - three with more than 80 per cent score, as presented in the table above. The score for one criterion (at 32 per cent) is however below expectation.

Under the 9MP, the national target is to increase research and development expenditure to 1.5 per cent of gross domestic product by 2010. It is noteworthy that the global average for gross domestic expenditure on research and development (GERD) as a percentage of GDP in 1998 is already 1.4 per cent. In view of the fact that this is still relatively low by international standards, USM must strive to garner greater financial support from prestigious international funders to advance its research and innovative endeavours.

We also need to recognise the importance of the fifth thrust under the 9MP: "strengthening the country's institutional and implementation capacity, establishing a more effective implementing and monitoring mechanism," at least at the university level. This would take the form of a coordinating office and/or one-stop center focused primarily on the 9MP. This is especially relevant in the context below:

- ▶ improving public services delivery by strengthening governance, streamlining administrative processes and measuring performances
- ▶ improving usage and cost-efficiency of public sector funds by upholding financial prudence as well as improving the monitoring of implementation
- ▶ addressing actual and perceived corruption in both the public and private sectors
- ▶ enhancing corporate governance and delivery of private sector services by improving legal and regulatory frameworks

In the short-term, there are plenty of new challenges ahead for the university in ensuring that its new-found role as a research-intensive university is completely consonant with the strategic direction of USM, while at the same time matching that of the 9MP and the National Mission, leading to Vision 2020.

Nurturing The Mind

Malaysia has great potentials to develop science and technology as a key strategic tool to propel growth, and USM must act as one of the reputable drivers by sustaining the achievements of the Ninth Malaysia Plan and beyond.

What this means for USM is another quantum leap to the next level in mainstreaming research intensiveness in charting a new direction as a 21st century tertiary research institution. Thus far, the restructuring carried out to acculturate, promote and innovate research has been instrumental in re-inventing the university. Without doubt, it marks a renewed commitment in the total journey towards Vision 2020.

In so doing, it concurs with the view of the Prime Minister when he launched his brainchild, the Ninth Malaysia Plan, namely, that failure is not an option!

On that note, once again, the university seeks the assistance, expertise and wisdom of its community of alumni in shaping the future of USM. We look forward to your active participation.

**This is the brief excerpt of the Vice-Chancellor's Annual New Year Address for 2007 which was delivered at Dewan Tuanku Syed Putra, USM, on January 25.*



Dzukifli Abdul Razak
B.Pharmacy '76



Peter Gelenscer's sculpture symbolising the transformation of the mind.

British Soldiers Remember Minden...

- Reproduced with permission from 'Penang Past & Present' (Issue No.4 - April 1999)

Tom Morgan

The first Battalion King's Own Yorkshire Light Infantry (KOYLI) moved to what was Glugor Barracks in June 1948 and left on 8 August 1951. During their stay, the name of the Barracks was changed to Minden which was a famous battle in the Regiment's history.

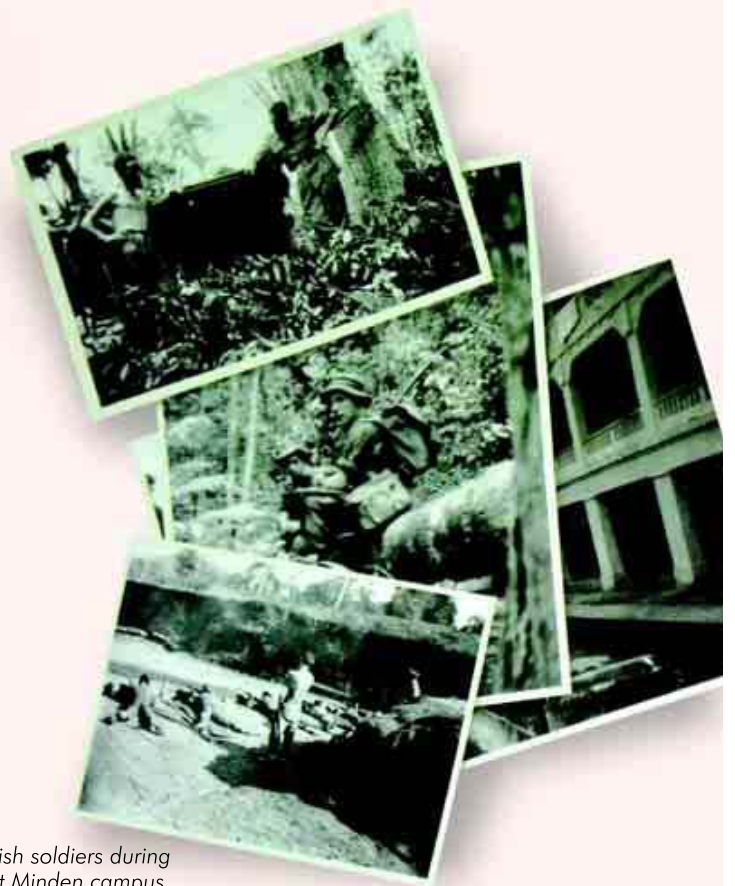
The Regiment consisted of four Rifle Companies and the Headquarters (HQ) Company. Two weeks after their arrival at Glugor, the Rifle Companies were dispatched to six or seven different locations on the mainland and only the HQ Company and the signal platoon were left at the Barracks.

The Rifle Companies were engaged in the Emergency which was declared in June 1948.

Occasionally, the Rifle Companies returned to Minden for rest and training but this was very rare. Most of the time, only the HQ Company was in residence. However, when the Rifle Companies were returned, we had wonderful times in George Town.

Footnote: Minden is a town in Germany. During the Seven Years' War (1756 - 63), Britain and Prussia were allied against France. An important battle took place there on 1 August 1759 and six British infantry regiments defeated the French calvary. It was very significant for the infantry regiments which participated because it was normally thought that the infantry could never withstand an attack by a calvary.

After independence in August 1957, the Minden Barracks was sold to the new Malaysian government for a Malaysian dollar, a very rare bargain. The Barracks became the campus for Universiti Sains Malaysia. Today, the entire grounds bear little resemblance to the old Barracks. There has been extensive construction since the old days apart from the swimming pool and a few of the colonial buildings. The KOYLI Veterans return to Penang for their annual "Return to Paradise" holiday in June 1999.



Photographs of British soldiers during their stay at Minden campus.

British Soldiers Remember Minden...

CJV Fisher-Noch

In October 1950, after fourteen months of continuous jungle operations in Selangor, the First Battalion of the Suffolk Regiment was granted a period of two months' rest and retraining in Penang. We travelled there by road and rail and were accommodated at Minden Barracks, the main base of the King's Own Yorkshire Light Infantry. This base, formerly known as the Glugor Barracks, was renamed by them Minden as they (and we too!) - were a Minden regiment.

The Barracks were modern, well built with large airy blocks, a cinema, a swimming pool and sports fields. There was a spacious NAAFI (duty free shop) and all messes had billiard tables. Over at Butterworth was a first class rifle range and all around were the marvellous beaches of this beautiful island. It was sheer luxury compared with our attap and tented camps at Selangor - with poncho capes for shelter on operations!

Above all, Penang was a trouble-free area. We did not have to carry weapons and could relax. In the atmosphere, we launched ourselves into our retraining period and a comprehensive programme of sports and social activities. We were fortunate in having a regimental band and it contributed to all our official and social occasions.

Some families of regular soldiers had joined their husbands in Selangor and lived in quarters in Kuala Lumpur. However, because of operations, visits by husbands were restricted to one weekend a fortnight! Here in Penang, the families lived together in the local leave hostels and the Runnymede Hotel in George Town.

The messes organised social occasions and dances. There were two main battalion parades, a postponed "Minden Day" and Remembrance Sunday, when we paraded with the Royal Air Force (RAF) Butterworth, the police and civil defence services in George Town. In addition, there were visits from the Malayan government officials and our own Brigade Commander came to wish us well.



All ranks worked and played hard and took every opportunity to explore the island. The Penang "run", a weekly bus tour in rather cumbersome lorries, visited beaches all around the island and included such sights as the Snake Temple and the pool under the Waterfall. The Harbour Authority showed us the port and one company, to underline its macho superiority, walked over the spine of the island.

The night life in the town was especially enjoyed and the "City Lights" particularly remembered. Companies and platoons organised beach and barbeque parties in remote places. Our two months soon passed. Physically and mentally refreshed and financially broke-we were all prepared for another successful year of operations.

In February 1952, we were again fortunate to go to Penang but because accommodation was restricted, only half the battalion could visit at one time and then only for a month. We shared Minden Barracks with the Manchester Regiment, a happy and well remembered liaison. A similar pattern of work and play produced the same beneficial results for our final year in Malaya.

Those of us who served in Malaya with the First Battalion of the Suffolk Regiment will never forget our experiences and will always treasure the memories of the warm hospitality on the idyllic tropical island of Penang.

Personality

Background

Datuk Ramlan Abdul Rashid obtained a B.Sc. (Hons) degree in Mathematics from Universiti Sains Malaysia in 1983. Two years later, he enrolled in a Master's degree program in Actuarial Science at Ball State University, Indiana, USA. To quench his thirst for knowledge, he continued to attend numerous prestigious conferences and courses, including the Executive Programme by the Harvard Business School.

Datuk Ramlan also attended the Executive Development Programme on Financial and Marketing Strategies by LIMRA and the Global Leadership Development Programme by the International Centre for Leadership in Finance (ICLIF).

From A Jack To A King: Datuk Ramlan Abdul Rashid

Datuk Ramlan began his career at Malaysian Assurance Alliance (MAA) as an Actuarial Executive in 1985, heading the Actuarial and the Group Insurance Department. He was made Manager in 1987 and rose rapidly through the ranks, becoming the Assistant General Manager for Life Operations in 1989. Datuk Ramlan was then responsible for the entire Life Operations and System, which comprised Actuarial, Group Insurance, Underwriting, Customer Service, Claims, Information Technology and Agency Support departments. When he was made General Manager in Life Insurance Division in 1991, he took charge of Life Operations, Marketing, Sales and Training. He was also involved in Business Strategic Planning, Financial Performance and Human Resources of the company.

Datuk Ramlan at the MAA National Sales Congress.

From A Jack To A King



Datuk Ramlan and MAA Holdings Deputy Chairman Tunku Dato' Ya'acob launching the "20 Paymaster Guaranteed and Freedom 20 Star" with MAA Holdings CEO En. Muhamad Umar Swift.

In 1996, he was promoted to President of the Life Insurance Division, and in 2002, he became the Executive Director/Chief Executive Officer. Datuk Ramlan currently serves as Vice President of the Life Insurance Association of Malaysia (LIAM) and also acts as the Convenor of Education/Human Resource Development Committee in Persatuan Insurance Am Malaysia (PIAM). Datuk Ramlan is also the Director of the Malaysian Insurance Institute and the Deputy President of the Malaysian Financial Planning Council (MFPC).

One of his most notable achievements was leading MAA to success, specifically when MAA received recognition as one of the largest life insurance companies in Malaysia. MAA won an industry award and was recognized as "The Life Insurance Company of the year 2001" in Asia. The award was jointly-organised by the Singapore-based Asia Insurance Review and the London-based The Review Worldwide Reinsurance Magazine.

The Leader interviews Datuk Ramlan Abdul Rashid.

The Leader: Could you tell us about your experiences as a student of USM?

Datuk Ramlan: I participated actively in a quite a number of programmes and activities during my university days. I was the Treasurer of the Student Union as well as the Organising Chairman of the Convocation. In the process I learned to be independent and acquired key survival skills and knowledge that I believe have helped me tremendously as I made the transition from university to the world of work.

The Leader: What are your opinions of Persatuan Alumni USM (PAUSM)?

Datuk Ramlan: I believe it's a good platform for the members to share their visions, ideas and strategies. It is through such a platform that there can be an exchange of such ideas that can help propel us forward with vigour and enthusiasm.

From A Jack To A King

To push the PAUSM to a new level of excellence, I suggest that networking sessions be established. Such activities will benefit both new as well as current members. The sharing of ideas will help the alumni to become more relevant to everyone at all times.

In addition, PAUSM needs to organize interesting projects that can have a significant impact on society and that will attract the interest of its members. In addition to that, career talks for specific areas of specialization would be very helpful so that members of the alumni are introduced to careers which are in demand even though they may be less glamorous.



Datuk Ramlan with Bank Negara Malaysia (BNM) Governor, Tan Sri Dr. Zeti Akhtar Aziz at the Insurance Industry Dinner.

The university would also benefit from greater involvement on the part of PAUSM in the growth and development of the university, specifically through the identification of potentially new departments of study based on industry developments.

I would suggest that PAUSM provide actual data/information for case studies so that hypotheses can be then based on real-time data rather than historical ones.

PAUSM should also make the effort to get members of the alumni to be more involved in the association, for

example, by becoming guest lecturers and by providing expertise in their areas of specialisation. The members would then be able to see their alma mater growing more significant in providing quality education for the future alumni.

The Leader: What is your contribution to Malaysia through MAA?

Datuk Ramlan: One of MAA's objectives is to provide a better quality of life for Malaysians through its corporate services and also providing undergraduates with industrial training. After the training period, the trainees can choose to continue working with the company or to pursue their careers elsewhere. While this helps to create job opportunities, it also means that the quality of the workforce is pushed to higher standards.

MAA also provides career opportunities for new graduates or apprenticeship programmes to those requiring practical experience. We have Management Training programmes for new graduates, through which they are exposed to a variety of jobs within our organization prior to being offered a permanent position.

The Leader: Finally, what is your advice for the Alumni?

Datuk Ramlan: There must be a paradigm shift in the students' mindset. Students must start looking for opportunities outside the traditional career options. They should be encouraged to develop an entrepreneurial spirit and expand their thoughts and horizons. Students should also learn to take calculated risks. It is only then that they are able to take challenges head on. I would also like to advise students to not always take the often-travelled paths in life because there are more likely to be lack of opportunity there. There are vast opportunities out there only if you care to look for them with an open mind.



Anees Jane Ali
B.Management '97

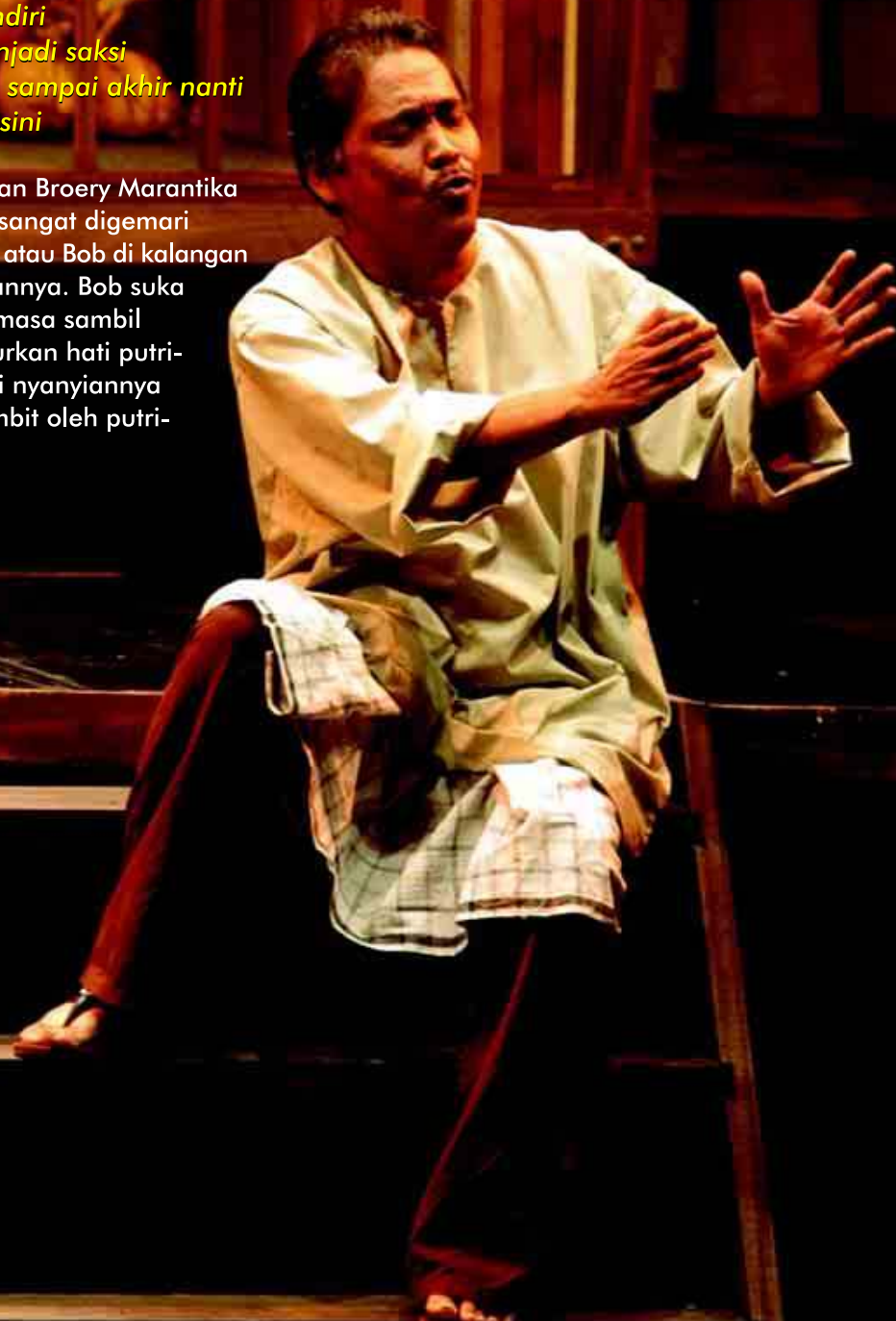


Yong Chek Yoon

Perginya Seorang Sahabat

*Biarlah bulan bicara sendiri
Biarlah bintang kan menjadi saksi
Takkan ku ulangi walau sampai akhir nanti
Cukup derita sampai di sini*

"Biar Bulan Bicara" nyanyian Broery Marantika adalah antara lagu yang sangat digemari Dr. Jamaludin bin Osman, atau Bob di kalangan mereka yang rapat dengannya. Bob suka menyanyi untuk mengisi masa sambil memandu dan menghiburkan hati putri-putrinya. Sebahagian dari nyanyiannya dirakamkan di telefon bimbit oleh putri-putrinya untuk kenangan.



Perginya Seorang Sahabat

Bob, Pensyarah Kanan di Bahagian Drama dan Teater di Pusat Pengajian Seni, USM pergi pada usia yang masih muda, 47 tahun. Doktor merekodkan kematiannya kerana "*multi centric with hepatothoma liver failure*" (kegagalan fungsi organ hati).

Anak bongsu kepada keluarga lima beranak, Bob lahir pada 22 Mei 1960. Bapanya meninggal 6 bulan setelah kelahirannya. Bondanya seorang petani di Sungai Besar, Selangor.

Selepas menduduki peperiksaan Sijil Pelajaran Malaysia (SPM), ia mula bekerja di kilang. Sejak bekerja di kilang, Bob sudah memperuntukkan RM100.00 sebulan untuk membeli buku, sebagai memuaskan selera bacanya. Ketika itulah Bob mula bergiat dalam bidang teater di sekitar Klang dan Shah Alam.

Bob mengambil peperiksaan Sijil Tinggi Persekolahan (STP) secara persendirian. Minatnya dalam bidang teater mendorongnya untuk mengambil sijil Seni Kreatif di USM. Dia terus ke peringkat ijazah pertama di USM juga, pada tahun 1985. Ketekunannya untuk menimba ilmu membawanya ke Leeds, dan seterusnya ke Manchester, United Kingdom sebelum kembali meneruskan pengajian di USM.

Selain teater, Bob meminati deklamasi puisi. Beliau menyanjung karya-karya penyair Indonesia terutamanya Chairil Anwar dan W.S. Rendra.

Selain teater dan puisi, beliau sempat terlibat di dalam dunia perfileman, melalui filem *Ali Setan*, arahan Jins Shamsuddin, yang digambarkan di kampus Minden pada tahun 1985. Ketika itu beliau masih lagi seorang pelajar.

Bob mengahwini Anawiyah binti Abu Samah pada 29 November 1990 setelah tiga tahun berkenalan di USM. Pertemuan pertama mereka ialah ketika Bob mengendalikan tutorial kelas Dr. Samat Salleh, kini Pensyarah Kanan di Pusat Pengajian Seni. Dari bilik tutorial inilah berputiknya kasih sayang yang membawa mereka ke jinjang pelamin. Perkahwinan mereka merupakan istana bahagia yang penuh bermakna terutamanya pada lima tahun terakhir, ketika Bob bertugas sebagai Penggawa Desasiswa Restu.

Bagi Anawiyah, Bob adalah suami dan sahabat karib yang banyak mengubah hidupnya. Anawiyah yang asalnya seorang yang amat pemalu dan manja, bertukar menjadi seorang yang berdikari, sehingga mampu menguruskan kehidupannya dengan matang. Istilah "expose", yang dianggap Adawiyah terlalu kerap dikenakan kepadanya, menggambarkan pengaruh Bob ke atasnya. Istilah ini digunakan sebagai galakan untuk isterinya meninggalkan kepompong dan membanyakkan pergerakan dan pergaulan.



Perginya Seorang Sahabat

Di luar rumah, Bob disenangi siapa saja, pelajar mahu pun rakan-rakan sekerja. Ini diakui sahabat karibnya, Halimi Mohd. Noh, guru di Pusat Pengajian Seni. Menurut Halimi, Bob mudah mesra dan sentiasa membantu orang lain. Beliau menganggap Bob sebagai seorang yang komited dalam kerjaya, yang kadangkalanya dianggap kecil dan remeh oleh orang lain. Dalam kerjayanya,

Halimi berpendapat Bob paling menyerlah di dalam As-Syura, arahan Dr. Samat, yang dipentaskan pada 1988 dan sekali lagi pada 1998.

membantu, mendekatkannya dengan ramai sahabat yang menyayanginya. Dia tidak kedekut, baik dengan wang ringgit mahu pun dengan tenaga upayanya. Kerana itu, Bob sering dijemput untuk menjadi pengacara di dalam pelbagai majlis rasmi, terutamanya yang dianjurkan oleh universiti, seperti "Malam Anugerah Sanggar Sanjung".

Menurut Halimi, Bob mula merenggangkan diri dari sahabat-sahabat karibnya beberapa bulan sebelum pemergiannya. Dia jarang menghubungi mereka melalui telefon, berbanding dengan sebelumnya, seolah-olah sudah merasakan bahawa dia akan meninggalkan semuanya. Tidak lama kemudian Bob terlantar di Hospital USM (HUSM) Kubang Kerian.



Dr. Samat sendiri mula mengenali Bob ketika beliau memulakan pengajiannya di USM. Keakraban mereka ternyata melalui penglibatan bersama di dalam pementasan-pementasan seperti Mahsuri, Jula Juli Bintang Tujuh, Pak Tua dan Imbas, selain dari As-Syura. Pada Dr. Samat, Bob adalah seorang yang peramah dan prihatin. Beliau melihat Bob sebagai pelapis kepada generasi masa hadapan, kerana komitmen, dedikasi, dan bakatnya yang besar, ditambah dengan kecekapannya di dalam menghafal dialog, kearifannya tentang skrip, kepekaan pada keperluan pengarah, dan kepandaiannya di dalam lenggang-lenggok skrip.

Pelajar di desasiswa juga menganggapnya lebih dari seorang Penggawa yang disegani. Ia didampingi sebagai sahabat dan bapa. Sifat murah hati dan kesediaan untuk

Beberapa ketika sebelum pergi buat selamanya, Anawiyah diminta agar tidak membawa anak-anak menziarahinya di HUSM, kerana tidak ingin mereka kesedihan setelah pemergiannya. Namun, dia akur juga dengan tekad anak, isteri dan keluarga yang amat menyayanginya untuk tetap bersamanya di setiap ketika.

Pada Subuh pagi 11 November 2006, Bob menggesa Adawiyah membantunya berwuduk segera untuk solat. Menjelang tengahari, di kelilingi keluarga, ibu, kakak, isteri dan puteri-puterinya, Bob kembali ke Rahmat Allah, selepas 10 hari terlantar di katil hospital. Ditinggalkan semua yang menyayangi dan disayangnya.

Perginya Seorang Sahabat

Kini terhentilah sudah dendangan "Biar Bulan Bicara" dari seorang suami. Senyap sepi lagu minat Bob yang lain. Putus juga masakan ayam masak kicap jawa, masak lemak, dan asam pedas Melaka yang disukai putri-putrinya, kerana tukang masaknya sudah tiada. Bob gemar memasak makanan-makanan ini.

Bagi tiga puterinya, Siti Nuratiqah (15 tahun), Siti Nur Aqilah (11 tahun), Siti Nur Asyiqin (10 tahun) dan Siti Nur Aqidah (1 tahun), tiada lagi jenaka mencuit hati dari ayahanda kesayangan. Yang tinggal hanyalah kenangan dan ingatan. Yang kekal hanyalah pesanan, harapan, dan doanya.

Bagi Siti Nur Aqidah yang hanya setahun jagung, kehilangan ayah belum dapat difahami. Namun sempat ayahanda menititipkan doa agar menjadi putri yang kental aqidah.

Kepada Siti Nur Aqilah, putri kedua yang seirasnya, kehilangan ayah amat mengguris. Di kalangan mereka empat beradik, dialah yang paling rapat dan manja dengan ayahandanya.

"Kampus USM terlalu banyak kenangannya. Walau pun mempunyai rumah di Balik Pulau, Pulau Pinang, lebih baik kami berhijrah seketika ke Bachok, Kelantan, kampung halaman saya, untuk meneruskan kehidupan bersama-sama anak-anak sebagai memenuhi janji kepada Bob untuk menjaga anak-anak dengan sempurna dan mungkin kembali lagi ke sana satu hari nanti," kata Adawiyah yang kini mengajar di SMK Dato' Perdana Tangok di Bachok.

Jasad Dr. Jamaludin Osman kini bersemadi di kampung kelahirannya Sungai Besar Selangor ditandakan nisan ingatan isteri dan putri-putri serta keluarganya.

Universiti kehilangan pensyarah muda yang berwibawa. Dunia teater kehilangan aktivis yang komited dan dedikasi. Para pelajar kehilangan guru yang mesra dan mudah didekati. Ramai yang lain kehilangan sahabat yang amat dekat di hati. Doa ikhlas dari semua untuk Bob. Sesungguhnya "Biar Bulan Bicara" bercerita tentang ingatan dan kasih sayang yang abadi untuknya.

Bagi Dr. Samat, kehilangannya cukup terasa. "Bob seorang yang ceria, tidak menampakkan masalah peribadinya. Dia juga mempunyai visi untuk membangunkan pelajar dan terlibat secara langsung dalam kempen promosi ke sekolah-sekolah dengan berbekalkan kepetahannya bercakap".

Bob, atau Dr. Jamaludin Osman, pergi meninggalkan banyak kenangan kepada mereka yang mengenalinya. Semoga ruh beliau dikumpulkan bersama mereka yang mendapat keredaan Allah.



Mohamad Abdullah
B.A.(Comm.) '87



Her Majesty, The Chancellor, Tuanku Tengku Fauziah Binti Al-Marhum Tengku Abdul Rashid launching 'The Leader'.



Zahry ('82) with his lucky mountain bike.



Misha Omar with a fan.



From right to left: Rogayah Hussein ('75), Sharifah Munirah ('74), Zairi Jaal and Rashidah Shuib ('76).

A Personal Note on

Sirih Pulang Ke Gagang: Call It "Love"

Through the e-mail I learnt that *Sirih Pulang Ke Gagang VII* was scheduled for November. I responded immediately, writing that I would like to contribute my voice. Singing a song or two at USM functions was my way of expressing my love for USM. Those of us alumni, who are connected via Yahoo!groups e-mail are aware each time we come to the end of an email message, we would be reminded with "Sayangilah USM!" I have declared my love for USM since it embraced me as one of its students in 1970.

I owed a lot to the University. At the end of my second year, the Vice Chancellor Professor Hamzah Sendut despatched three members of the student union - Goh Ban Lee, Osman Rashid and me - to be student ambassadors of Universiti Pulau Pinang, as USM was then known. We met student leaders from the universities in Singapore, Indonesia and Thailand. We also paid courtesy visits to the Rectors and Vice Chancellors. That was my first taste of travel abroad. Later, I was able to see much more when USM,

Sirih Pulang Ke Gagang

- A L O V I N G F A R E W E L L

The *Majlis Sirih Pulang ke Gagang* (literally translated as "The Betel Leaf Returns to its Stem"), organized by the Persatuan Alumni USM Wilayah Persekutuan & Selangor, 26 November 2006, under the leadership of Y.B. Senator Datuk Rizuan Abd Hamid, was to bid farewell to Their Majesties, the King, Tuanku Syed Sirajuddin Ibni Al-Marhum Syed Putra Jamalullail, and the Queen, Tuanku Fauziah binti Al-Marhum Tengku Abdul Rashid, who is also USM Chancellor.

The dinner, held at the Putra World Trade Centre (PWTC) with the theme "*Lambaian Kasih*", was attended by the Minister of Federal Territory, Y.B. Dato' Zulhasnan Rafique, *Menteri Besar Kedah*, Y.A.B. Dato' Seri Mahdzir Khalid, Deputy Defence Minister, Y.B. Dato' Hj. Zainal Abidin Hj. Zin, Y.Bhg. Dato' Rosihan Md. Ali as the Acting Vice-Chancellor, Y.Bhg. Senator Dato' Jins Samsudin and Y.Bhg. Dato' Mustafa Mansur. Among the members who took to the stage were Dr. Hamima Dona (B.A.'73), Nurimah Salleh (B.Soc.Sc. '80) and Hesmell Faznee Faisal (B.Fine Arts '03). There was also a *makyong hakka* performance. The guests were entertained by popular artists such as Nassier Wahab, Liza Hanim, Dr. Fazley Yaakob and Misha Omar.

The fun-filled occasion also witnessed the launching of the USM Alumni Magazine, *The Leader* by the Chancellor. The inaugural issue published by the Alumni Liaison Office [ALO] USM focuses on issues and events in the university. It will be published thrice annually.

under its Academic Staff Training Programmes (ASTS) and Academic Staff Higher Education Scheme (ASHES), made it possible for me to further my education in USA. All I had to do upon completion of my studies was to return to teach at USM for a stipulated number of years. I was happy to comply. This year marks the 35th year of my association with the university.

I always look forward to alumni activities such as the *Sirih Pulang Ke Gagang* series and *Balikampus* which offer great opportunities for meeting up with friends whom we have not seen, sometimes, for years. *Sirih Pulang Ke Gagang VII* held on the night of November 26, with "*Lambaian Kasih*" as its theme, was particularly memorable as it was the alumni's way of bidding farewell to His and Her Royal Highness, the Yang DiPertuan Agong and the Raja Permaisuri Agong.

While waiting for the royal couple to make their entrance, many of us who were already seated, scanned the faces

of those present, hoping to recognize some of long ago. For me, I was able to spot one whom I have not seen since 1973. It was Rastam (B.Soc.Sc.74). I immediately got up and went over to greet him.

"I recognise you. You look the same," he said. My mind went back to the time when we were part of a band that used to play at the Globe Theatre.

One person came to my table and merely looked at me and smiled broadly as I stood up to make a momentary exit. It took me a few seconds to figure him out.

"You! You?" I pelted his shoulder with punches when I realized he was none other than Osman Rashid (B.A.'73) or "Pak Man" as he was known among friends of the '70s. It was his impish smile that gave him away.

Campus Life

A Personal Note on Sirih Pulang ke Gagang: Call It "Love"

I wish to express my heartfelt thanks to the organizing committee, mainly made up of the regular, faithful, enthusiastic souls like Shamsiah Mohamad (B.A.'73), Huzaimah Mohd. Yusof (B.Soc.Sc.'73), Sharifah Munirah Syed Mohamed (B.Soc.Sc.'74), Zaiton Md. Noh (B.Sc.HBP'79), Ahmad Tarmidzi Selamat (B.Soc.Sc.'82) and Peggie Ng (B.A.'86). These friends, together with Anietaliza Adnan (B.Sc.'93), Eliza Cheah (B.Soc.Sc.'90), Radin Fairuz Radin Baidawi (B.Eng. '00) and G. Nathan (B.A.'82) really helped make the dinner a success. We left the hall with much anticipation for the next alumni event. Those who do not want to miss forthcoming activities would do well to register with the alumni network online.

Sometimes, should you pass under a frangipani tree and get a whiff of its blossoms' sweet fragrance or when you marvel at some flame of the forest tree ablaze with flowers and feel a tug at your heart, come back to USM. The campus is always here to welcome you home.

Alumni activities...

- **Ekspo Kerjaya & Pendidikan (EKSPEN)**
Dewan Utama Pelajar
2 - 4 Mac 2007
- **Alumni Week**
- Minden Campus, Penang.
16 - 22 July 2007
- Engineering Campus, Nibong Tebal
9 - 11 August 2007
- Health Campus, Kubang Kerian
September 2007
- **36th Convocation**
15 - 19 August 2007
- **Get-Together**
Minden Campus
31 October 2007
- **Balikampus**
Minden Campus
7 - 9 December 2007

We look forward to seeing you!



1. Arrival of His Majesty, The King, Tuanku Syed Sirajuddin Ibni Al-Marhum Syed Putra Jamalullail at Dewan Merdeka, PWTC.
2. From right to left: Mohamad Abdullah ('87), Y.B. Dato' Zainal Abidin Zin, Shaifubahrim ('83), Y.Bhg. Dato' Muhammad Idris Salleh and Y.A.B. Dato' Seri Mahdzir Khalid ('84).
3. From right to left: Nor Ashikin, Syazreen Sara ('03), Wan Nadirah, Syahnaz Riza ('05) and Alisa Ali ('05).
4. From right to left: Jamahyah Basiron ('83), Rosni Hassan ('94), Roslan Ismail ('97) and Mohd. Azizuddin Shariff ('97).



Hamima Dona Mustafa
B.A.'73

P, THE Pioneers

B.Sc. 1972



ANG KEE HOCK



ANG YO TIAN



ASAIRINACHAN S/O
KUNJAMBOO



CHEAH CHENG LOK



CHEAH SIEW CHIN



CHUNG TUCK @
CHEONG TACK
HOONG



CHONG CHON CHEE



CHONG NGO LONG



CHOONG CHOE HIN



CHOW KWEE @
CHOW KOK KEE



CHUAH HOCK EAN



HO KAM CHON



HO KIM BEE



JAMILAH BINTI
FAZAL MOHD
(Deceased 22nd July 1996)



KANDIAH S/O
PALANIYANDI



KONG GOON LAI



KUAN KIM ENG
(Deceased: date unknown)



LEE LEE YING



LEE SHOK MEE



LIM FUNG YING



LIM SEY PENG



FAIRDA LIM



LIONG KAM CHONG



PATRICIA
MAH LAI YIN



MOK CHOOI CHUN



ONG CHENG KIAT



OOI CHIN SUN



PHANG EE LOOI



RAJAHRAM S/O
RAMALINGAM



SALLEH BIN HARUN



ROBERT SEOW
CHENG CHUAN



SOH TAH BAT @
SOH TAN MAI



SOSAMAH MATHEWS



SUBRAMANIAM S/O
SITHAMBARAM



SURKUNALINGAM
S/O SINNADURAI



TEO HOCK SIONG @
TEW HOCK SIONG



YAP FOO CHEOW
(Deceased: date unknown)



YOW AH NGOW @
YEW GIN GEE

The editorial board welcomes updates on your photographs and biodata.



Doctors' Network

Health Campus Kubang Kerian

USM health campus took shape in August 1983 on the sprawling 72.84 hectare of land in Kubang Kerian, Kelantan. Since it is located 5 km from Kota Bharu, it is accessible by public or private transportation, particularly by those who need medical treatment from the Hospital USM (HUSM). It started on a modest scale with a hospital led by Dr. Kamaruzzaman Wan Su as the director. Later USM Health Campus grew with the inclusion of the School of Medical Sciences (PPSP) which was moved from the main campus. The first phase project was the school complex which had Desa Rakyat, Students Hostel, Nurses Hostel, Medical library, Sports Complex and animal house integrated into it. The first phase was completed in 1990 and by June the same year, the entire School of Medical Sciences completed its move to Kelantan.

Besides the School of Medical Sciences, another two schools - the School of Dentistry and the School of Health Sciences - were started in Kubang Kerian which became known as the Health Campus in 1990's. PPSP graduates are permitted to join as members of *Persatuan Alumni Doktor USM (PADU)*.



The School of Medical Sciences



The School of Health Sciences



The School of Dentistry

PADU

PADU was established in the year 1985 but had to be dissolved twice in 1989 and 1993 due to unforeseen circumstances. It was a challenging time but the president managed to re-establish the association in 1995 with a change in the association's name from *Persatuan Alumni Perubatan USM (PAPUSMA)* to *Persatuan Alumni Doktor USM (PADU)*. It then adopted the motto "*Cemerlang, Prihatin dan Berjasa*".

All PPSP graduates are eligible to become PADU members. PPSP (USM) lecturers can join yet another category of PADU membership - honorary members which then they were conferred with *Fellow Alumni Doktor USM (FADUSM)*, certificate and special FADUSM plaque. Currently there are about 2,000 registered members, or about half of all eligible members.

Besides being able to participate in family programmes, FADUSM members are also able to attend courses, workshops and health camps. These are to encourage its members to develop their knowledge and skills.



Campus Life

Doctors' Network

Picture 1: **Prof. Dr. Jafri Malin Abdullah**
President of PADU (1993-1998)

"Despite advances in technology, it is difficult to get an alumnus to communicate with another because they lost the fine communication skills that students of the past are so adept in. They preferred to use Short Messaging System (SMS) or e-mail to communicate, and for Muslims, they have sometimes forgotten about 'Salam'. Hence, the alumni spirit of PADU was much stronger in the early years although there were much conflict in ideas because of the different levels of experience between the junior and senior committee members.

"In line with the Islamic philosophy, the Alumni must be able to give without expecting a return. All students and staff members come from the same "womb" which is *Kampus Kesihatan*. They should all respect each other and should inculcate the principle of '*Budi Bahasa Budaya Kita*'. Alumni members should also balance up quality time with their family and their career as our family deserves priority."

In sharing his experience, Prof. Jafri related the shocking discovery that Hospital Universiti Sains Malaysia (HUSM) was not gazetted and hence it did not receive its own budget. Every stipend had to be derived from USM.

"It is not only my responsibility as a staff but also as the president of PADU and an alumnus that I sent a petition to all PADU committee members from batches one to seven, calling for HUSM to be gazetted. I succeeded in getting all of the members from around the country and finally send the letter to Tun Dr Mahathir," he said

"The petition was tabled and approved at a cabinet meeting. Consequently the hospital was separated from the main campus and received its own funding and hospital equipment."

Interview was done by Sharifah Munirah Syed Mohamed, Zamhari Ahmad, Nor Rafizah Md Zain and Nur Fadhlina Misni at Health Campus, Kubang Kerian, Kelantan on 27 December 2006.



Picture 2: **Dr. Nor Azwany Bt Yaacob**
Current PADU Vice President II

"As an alumnus, I believe that in order for the Alumni association to succeed, its members need to realise that the association is a non-government organization (NGO's) in which members join not only to benefit from its membership but also to contribute in terms of service for the betterment of fellow members. One positive indication is that the community programmes organized by PADU are getting more support and responses from its members and I'm expecting the alumni membership to increase in the current year."

Picture 3: **Dr. Wan Hazabbah Wan Hitam**
Current PADU President

"I believe that with all the support from the committee and members, PADU can arrange more activities to benefit all its members. To help to generate fund for PADU, we sell contact lens and then use the money for community work."



Yong Chek Yoon



Nor Rafizah Md Zain



“Bridging your dreams with the best of banking”

Bank Muamalat

For more information, please contact us at 03-2698 8787 or www.muamalat.com.my



P e r b a n k a n U n t u k S e m u a

Diversity from Water

Text and photos by Mohamed Talhah Idrus (B.Soc.Sc. '74)

...We made from water every living thing...
(Translation of Al-Qur'an, chapter 21: part of verse 30)

The USM Minden campus has a diversified topography made up of land and water, flat fields and high grounds. A number of small streams, which are often perceived as drains, and two man-made lakes are part of this diversified earthscape. Apart from adorning the campus, these water bodies perform more important functions, i.e. as habitats for a diversity of other campus residents and wild visitors.

The lakes are the most prominent among these habitats, hosting a number of introduced fish species, tortoises and terrapins. Streams and small patches of wetlands, on the other hand, are less noticeable. Yet, they act as breeding and playgrounds for small fishes, crustaceans, and micro-organisms, which serve as food for the insects, birds and other residents and sojourning animals.

A pool newly formed after a rainfall, can amaze campus users with the myriad of lifeforms that it can support. Frogs appear from nowhere to mate, leaving strings of eggs just slightly submerged. Waterbugs and water spiders also appear in abundance.

The small stream flowing alongside the Minden Heights fence is especially prolific. Here, small shells and crustaceans cling to the banks and the submerged flora, while guppies and small fishes swim by. These become food for a variety of birds, which are actually more easily watched than around the famed "Bird Valley." Sparrows, munias, mynahs, bulbuls, kingfishers, herons, and even brahmyni kites have been seen to stop by, looking for food or taking dips. Of course, the protected moorhen is the most dominant resident, breeding, playing and dying here, attracting the most notorious of all USM wildlife, the *biawak* (monitor lizard).

This diversity is already the object of studies. However, their potential for environmental education and functioning as outdoor laboratories for students and the public has not been exploited. Yet there is a lot more that can be "developed" from these spaces, other than reclaiming them for physical constructions.

Where cities are having difficulties in providing public spaces, USM in Minden have been blessed with ready-to-use streams and wetlands for recreation and wildlife watching.



This innocent looking little stream below the nursery supports many species and an abundance of wildlife



Tilapia appearing under a lotus leaf in Desa Harapan.



Small fish and shells abound around the nursery and Desa Harapan.



Waterbugs on a stagnant pool after a rain.



Frog eggs in a pool near the nursery



A female moorhen foraging for food in the rich stream between Desa Harapan and the nursery.



The lakes in Minden campus are home to tortoises and terrapins.



*Mohamed Talhah Idrus
B.Soc.Sc. '74*



Can It Still Be Called "Alternative" When Everyone Is Using It?

Harvard Medical School estimates that one out of every two persons in the United States between the ages of 35 and 49 years used at least one alternative therapy in 1997. That is a growth of 47.3 per cent since seven years before. Contrary to the popular notion, people using alternative medicine are primarily well-educated and mostly women.

Alternative medicine is growing by leaps and bounds. In 1997, Americans made 627 million visits to practitioners of alternative medicine and spent \$27 billion of their own money to pay for alternative therapies. In contrast, Americans made only 386 million visits to their family doctor!

The trend towards alternative medicine is paralleled throughout Western society. In Australia, 57 per cent of the population now use some form of alternative medicine, in Germany 46 per cent do, and in France 49 per cent do. The growth of some types of alternative medicine is indeed astounding. Between 1991 and 1997, the use of herbal medicines in the United States grew by 380 per cent and the use of vitamin therapy by 130 per cent.

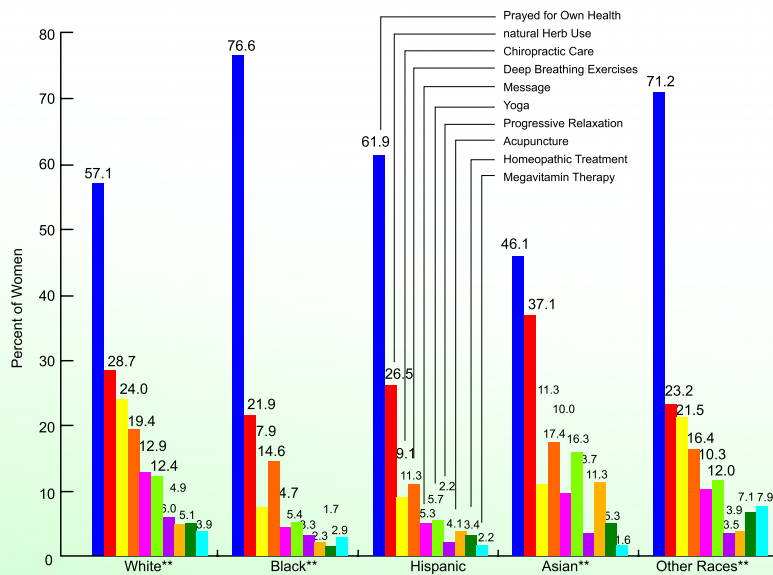
In Malaysia, we do not have direct data but I can imagine that the trends cannot be very different especially amongst the more affluent population.

Indeed, governments all over the world (including Malaysia) have taken steps to manage and regulate this explosive growth.

Can It Still Be Called "Alternative" When Everyone Is Using It?

Complementary and Alternative Medicine Ever Used by Women Aged 18 and Older, by Race/Ethnicity, *2002

Source (II.I): Centers for Disease Control and Prevention, National Center for Health Statistics, National Health Interview Survey



* Percents are not age-adjusted.
 ** Non-Hispanic
 Includes American Indian/Alaska Native, and persons of more than one race.

What it is and what it is not

Why do people increasingly prefer alternative over conventional medicine? The reasons are pretty simple - it is safe and it works! While there is little doubt that allopathic medicine works well in the case of trauma and emergency (you don't call your herbalist if you're having a heart attack), it is much less effective when it comes to prevention, chronic disease, and in addressing the mental, emotional, and spiritual needs of an individual. These are precisely the areas where alternative medicine excels.

For over 80 per cent of humankind, alternative medicine is not "alternative" at all, but rather the basis of the health care system. Alternative medicine actually encompasses a very large array of different systems and therapies ranging from ayurvedic medicine to vitamin therapy.

How is it different?

So what sets alternative medicine apart from allopathic medicine?

1. Conventional medicine focuses on the relief of symptoms and rarely places emphasis on prevention or the treatment of the cause of a disorder. All alternative systems, on the other hand, strive to find and treat the cause of a disorder and frown on covering up the symptoms. Alternative therapies are also much more focused on prevention.

2. Conventional medicine is organ specific, hence ophthalmologists, cardiologists, nephrologists, neurologists, etc. Alternative medicine, without exception, considers each person as a unique individual and uses a holistic approach in treatment.

3. Conventional medicine believes in aggressive intervention to treat disease. It revels in terms such as "magic bullet" and "war" ("the war on cancer"), and prefers quick fixes (as do many patients). Alternative medicine believes in gentle, long-term support to enable the body's own innate powers to do the healing.

4. Conventional medicine's main "arsenal" consists of surgery (cut out), chemotherapy (poison out) and radiation (burn out). Alternative medicine uses time-tested natural remedies and gentle, hands-on treatments.

5. Conventional medicine practitioners are guided in their treatment by strict rules set out by the Colleges of Physicians and Surgeons. This often leads to a "one size fits all" approach. Practitioners of alternative medicine, on the other hand, treat each patient as an individual and do what, in their opinion, is best rather than what is specified in a "rule book".

6. Conventional medicine sees the body as a mechanical system (the heart is a pump and the kidneys are a filter) and believes most disorders can be traced to chemical imbalances and therefore are best treated with powerful chemicals (drugs). Alternative medicine systems, almost without exception, accept that the body is suffused by a network of channels (meridians) which carry a subtle form of life energy. Imbalances or blockages of this energy are what lead to disease and clearing of the blockages and strengthening of the energy is the ultimate goal of alternative medicine.

Can It Still Be Called "Alternative" When Everyone Is Using It?

7. Conventional medicine prefers patients to be passive and accept their treatment without too many questions. Alternative medicine, in contrast, prefers and indeed, in many cases, requires the patient to take a highly active part in both prevention and treatment.

8. Both conventional and alternative medicine ascribe to the principle "Do no harm". However, while alternative medicine is essentially achieving this goal, conventional medicine seems to have almost totally lost sight of it. Hospitals are now the third largest killer in Australia and over one million people are seriously injured in American hospitals every year. Blood infections acquired in American hospitals cause 62,000 fatalities every year and bypass surgery results in 25,000 strokes a year. Two million patients experience adverse drug reactions in hospitals in the United States every year; of these, over 100,000 die making hospital-induced adverse drug reactions the fourth leading cause of death after heart disease, cancer, and stroke.

9. The practice of conventional medicine is intimately tied in with the whole medico-pharmaceutical-industrial complex whose first priority is to make a profit. Although most conventional physicians have "healing the patient" as their first priority, they find it increasingly difficult to do so while operating within the system with its pharmaceutical salesmen, its rule books, its fear of malpractice suits, its endless paperwork to satisfy bureaucrats and insurance companies, and its time pressures. Most alternative medicine practitioners have no such constraints and pressures and can give the patient their undivided attention.

10. Conventional medicine generally resists the use of natural remedies even after their efficacy has been scientifically proven (Germany is an exception to this). Most alternative medicine practitioners eagerly embrace new remedies and, in many cases, can point to years of safe use. Ginkgo biloba is now the most prescribed drug in Germany and has been found effective in the prevention and treatment of Alzheimer's disease. Also in Germany the herb saw palmetto is now prescribed in 90 per cent of all cases of enlarged prostate; in the United States

300,000 prostate operations are performed each year to solve this problem. More profitable for sure, but dangerous and unpleasant for the patient.

The major source of funds for medical research is pharmaceutical companies which, not surprisingly, are very reluctant to support investigations into lifestyle modifications, vitamins, and other unpatentable products.

Nevertheless, a growing number of medical researchers are focusing their attention on natural supplements and remedies and are publishing their work in mainstream journals. The benefits of antioxidants have now been thoroughly documented by researchers at the Harvard Medical School and similar prestigious institutions. Folic acid, a simple B vitamin, has also been extensively studied in university laboratories and has been found to be effective in preventing or ameliorating heart attacks, strokes, angina, intermittent claudication, atherosclerosis, kidney disease, colon cancer, hearing loss, and Alzheimer's disease.

Although alternative practitioners and a small group of conventional physicians do embrace the use of natural therapies and products, the vast majority of "establishment" physicians are still dragging their heels and even denigrating and ridiculing alternative medicine. This, perhaps more than anything else, is what is driving the rapid and massive switch from conventional to alternative medicine.

Dato' Dr. Rajen M, is currently the Managing Director of Alterni (M) Sdn. Bhd. He can be reached at rajen@alterni.com.



Rajen M
B.Pharmacy '85

There is a popular saying in the Malaysian pest control industry - 'There are only two types of Malaysian houses: houses that have termites, and houses that will'. The little soft bodied insects have been gnawing away properties, costing about RM160 million in Malaysia every year, and that excludes another RM40 million spent on fending them off. If this is to be translated into a cost that we can digest as easily as these termites can of wood, we can build a 10km RM200 million Gopeng-Tapah section of the North-South Highway every year!

Termites - The Cryptic, Elusive and Tiny House Wreckers

Prof Lee Chow Yang of the Vector Control Research Unit, School of Biological Sciences, Universiti Sains Malaysia, pointed out that these voracious insects (in the process of devouring wood materials) cause RM79.2 billion damage to buildings and structures worldwide in the year 2000.

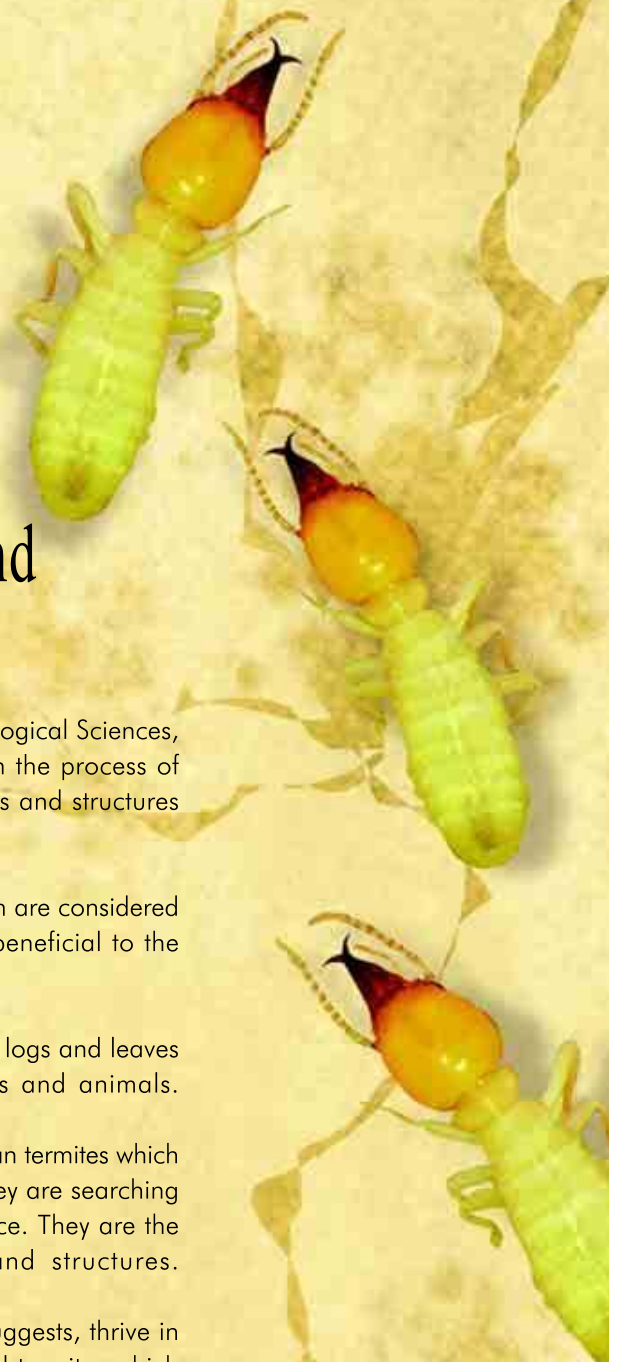
"Fortunately, out of the 175 Malaysian species known, only three of them are considered as pest in the urban environment and, ironically, most of them are beneficial to the ecosystem," he said.

Prof Lee added that the beneficial termites help in breaking down dead logs and leaves in the forest and also serve as tasty meals for some other insects and animals.

Of the three major groups of termites, our dreaded foe is the subterranean termites which build their nests in soil as they rely solely on soil for moisture. When they are searching for food they build mud tubes, which is a tell-tale sign of their presence. They are the reason for 9 out of every 10 termite attacks on buildings and structures.

The other two groups are the dry wood termites which, as the name suggests, thrive in dry wooden structures such as doors and furniture and the dampwood termites which make their home in old tree stumps, rotting logs and buried timber.

It is mind boggling that its population can be as high as 10,000 individuals per square meter and if compared to the average human population density per square kilometer, it easily overtakes Hong Kong (6,407) or Malaysia (77).



Termites - The Cryptic, Elusive and Tiny House Wreckers

Prof Lee lamented that for most housing/building developers, their decision to treat the soil is based on whether termite mounds have been sighted. However, the destructive species do not actually build mounds! Therefore, it is impossible to know if there are destructive termites gathering beneath your home and threatening to cause damage the wooden to part of your home.

One problem with many Malaysian housing projects is that they are built on former plantation or agricultural sites. The dreadful termites of the destructive species survive on roots that were left behind when trees are cut as houses are built above. Hence, when their food source has been depleted, they will migrate up to the houses.

"Another problem is that wood leftovers during the construction site clearing process are not removed but buried," said Prof Lee who then added that the wood then becomes a good food source for the surrounding termites.

One of the popular methods of protecting a building from termites is by administering a chemical barrier

between the building and the soil and this is done before any building structure is constructed. However, persistent termite infestation will continue if the chemical is too diluted or if the treatment is not correctly carried out. Soil treatment with chemicals can generally last about three to five years.

Among the preventive measures that you can take is to avoid placing large objects such as books, wooden box, and cupboard directly onto the floor for a long period of time.

"Inspect your house every two months for the presence of mud tubes and hollow wooden frames," Prof Lee advised. Popular spots of infestation include door and window frames, parquet floors, baseboard skirting, storerooms under the staircase and bathroom door frames.

"Ensure that tree branches are not touching any part of the house as they can cross over to your house from these branches," he added.

"The dreadful termites of the destructive species survive on roots that were left behind when trees are cut as houses are built above. Hence, when their food source has been depleted they will migrate up to the houses."

Contrary to common belief, subterranean termites that build mounds cause minimal problems to buildings and structures.



Termites - The Cryptic, Elusive and Tiny House Wreckers



"Termite infestation can be minimized before the construction of a structure and this is by treating the soil with chemicals."

Mud tubes usually indicate that the premises are infested by subterranean termites.

When termite infestation is detected, Prof Lee cautioned that the mud tubes should not be disturbed or destroyed, nor any insecticide sprayed onto these trails as this may affect the treatment you are going to engage later.

If pest control service is involved, get the price quotation from a few companies specializing in this service but it is important to note that prices vary with different kinds of treatment which often are not cheap. Many of these companies will give some form of warranty period and this should be between one to three years for corrective soil treatment. Do not engage the service of one that promises a warranty of more than five years.

Termite infestation can be minimized before the construction of a structure and this is by treating the soil with chemicals. Other methods include laying a fine stainless steel mesh before building a house above and the use of local hard wood such as merbau and cengal.

For the treatment of a building or structure infested by termites, a pest control company may puff an insecticide powder into the mud tubes (least expensive method) and this may be effective for only a few months.

"Another method is by drilling holes at regular intervals along the inner and outer perimeter of the house and

then pumping chemicals into them to form a continuous barrier beneath the house," Prof Lee said. The concentration of the chemical used and the distance between the holes are very important.

The third method is by feeding the termites with baits containing an insect growth regulator. It will take between one to three months to suppress or eliminate the termite colony.

"The baiting method is costlier than the first two methods but is gaining popularity in Malaysia, as it uses the least amount of chemical for termite control and less intrusive to the structure" said Prof Lee.

The fact that termites are "cryptic, elusive and tiny house wreckers", as Prof Lee described them, has motivated him to devote his life to the study of the ecology, behaviour and control of cockroaches, ants and termites.



Lee Chow Yang
B.Sc. '93

One of the important indicators of soil health is the presence of earthworms. Because of its physical nature and physiological requirements, earthworms are sensitive to soil disturbance. Unlike many soil fauna, the body of the earthworm is soft, moist and without any protective coverage and therefore very sensitive to soil type and other environmental factors. They are also the target of many predators such as ants, lizards, centipedes, moles, mice, birds and mites.

There is a need to maintain and create healthy living soil. A healthy living soil is able to perform vital life functions such as the maintenance of biological diversity or species richness, biological activity, the recycling of nutrients and crop and animal productivity. Soil degradation occurs when the natural plant coverage is removed and the soil is exposed to mechanical and environmental disturbance. Soil degradation is aggravated by mechanization, cultivation, monoculture practice, the removal of the surface organic matter, erosion and excessive use of agriculture chemicals. To maintain their level of productivity, farmers are being forced to increase chemical input; however, excessive use of chemicals can cause environmental problems and further soil degradation. There is, therefore, a need to reduce the excessive use of the chemicals and to increase biological soil biodiversity which functions as a natural biofertilizer and an organic fertilizer to maintain soil health.

Ecological classification

Earthworms are egg-laying hermaphrodites (organisms without separate female and male genital organs) which eat decomposing organic matter and microorganisms on these materials. They do not eat living plants and roots and do not act as pests or parasites to crops.

Earthworms are classified into three different ecological species i.e. epigeic, anecic and endogeic. Epigeic

Worming the Nation

African night crawler - a suitable worm for vermiculture in Malaysia.

species live on the soil surface and do not burrow through the soil. They feed on decomposing organic matter and cast their faeces on the soil surface. The anecic species feed on organic matter and burrow horizontal tunnel in the upper part of the soil. The endogeic species feed on organically rich soil and burrow vertical tunnels within the soil.

Benefits of the earthworm

Earthworms benefit the soil in many ways. They support healthy populations of other beneficial organisms such as bacteria, fungus, actinomycetes, arthropods and other beneficial insects which are essential in maintaining soil health. These organisms play important roles in recycling nutrients in the soil.

Earthworms influence soil fertility and productivity through their burrowing and casting habit and contribute to the biological, physical and chemical properties of healthy soils. The burrows created by the worms are mainly vertical and horizontal tunnels which provide continuous macropores for water infiltration, water conservation. They also prevent erosion. Tunnels built by earthworms also serve to increase soil aeration and drainage and therefore reduce compaction and eliminate thatch layer.

Earthworms increase the soil nutrient contents by ingesting the organic matter and digesting it in the gut and intestine, incorporating it with the gut microflora and releasing it as casting which is not only fine in texture but which also contains nutrients, plant growth hormone and beneficial microbes from the digestive system. The worm cast, normally deposited in the upper 15 - 35 cm of the soil surface, is also rich in polysaccharides thus contributing to the aggregate stability and fertility of the soil. Some of the elements of the ingested matter are also accumulated in the body of the earthworms. As a result, when the earthworms die and decompose, a high amount of nutrient is readily available.

Earthworms are also capable of processing sewage sludge from waste water, processed potato waste, waste from paper industries, supermarkets and restaurants, animal waste from poultry, pigs, cattle, sheep, horses and rabbits, waste from mushroom industries, yard waste and other agricultural waste.

What is vermiculture?

Vermiculture is the process of rearing earthworms using organic waste as food. The organic waste is converted into one or more of the following: organic fertilizer, soil conditioner, soil additive, natural pesticide or more worms. In vermiculture, organic waste is a resource capable of generating wealth in the form of healthy soil on a sustainable basis.



Vermiculture.

Vermicomposting is a sustainable technology that optimizes the natural soil building biology and properties of the earthworms as the main agent to degrade organic matter into stable commercial product called vermicompost or earthworm castings. The process includes vermiculture i.e. rearing the earthworms to convert organic waste such as landscape waste, kitchen waste, old newspaper, food factory waste, agriculture waste into a beneficial finished product - the vermicast or the faeces of the earthworms.

Vermicast is widely known as a high quality organic fertilizer and soil conditioner. It is rich in plant nutrients especially essential micro-elements, enzymes such as amylase, protease, lipase, cellulase, chitinase and invertase and plant growth hormones which are known to promote the growth of certain beneficial microbes besides enhancing plant growth.

Another beneficial product of vermiculture is the worm wash or vermiwash. Vermiwash contains water washed away from the vermicast, that is, the earthworm mucus, coelomic body fluid and urine. It is used as foliar spray for growing plants.

Integrated vermiculture and cattle.





Vermiculture at home or in the backyard.



Vermiculture in USM.

Vermicomposting is very popular in India because of the abundance of plant and animal waste. Vermicomposting has also been developed and practised in many other countries including England, France, the Netherlands, Germany, Italy, Spain, the United States of America, Japan, the Philippines, India, Australia, Indonesia, Thailand, Cuba and the Bahamas. In fact, the sugar cane industry was able to thrive well with the use of worm cast as fertilizer after the economic sanction was imposed by the United States of America.

In Malaysia, there are huge potentials in practising vermiculture and vermicomposting because Malaysians generate 0.45 - 1.44 kg of waste per day per person. The majority of this waste is organic and suitable as feed for the earthworms. At a rate of 1.5 per cent of waste generation a year, there will be about 9 million tonnes of waste per day by 2010. Most landfills are also facing saturation; therefore, vermicomposting can play a part in the management of waste in Malaysia.

Malaysia imports about 14.5 million tonnes of chemical fertilizers per annum, which amounts to about RM 1.5 billion per year. The government also spends about RM 500 million importing organic fertilizer. With the rise in petroleum price, the price of chemical fertilizer is also

expected to increase. Vermicompost is an excellent organic fertilizer that can be used to amend soil health, thereby accommodating the high price of chemicals and supplementing the need for balanced nutrients in agriculture crops.

At present, USM is the only university carrying out lab and field projects related to earthworms. Earthworm farming is successfully carried out in one of USM's pilot projects involving farmers in Pendang, Kedah. Production capacity of the farm is at 2-6 metric tonnes of vermicast per month.

Conclusion

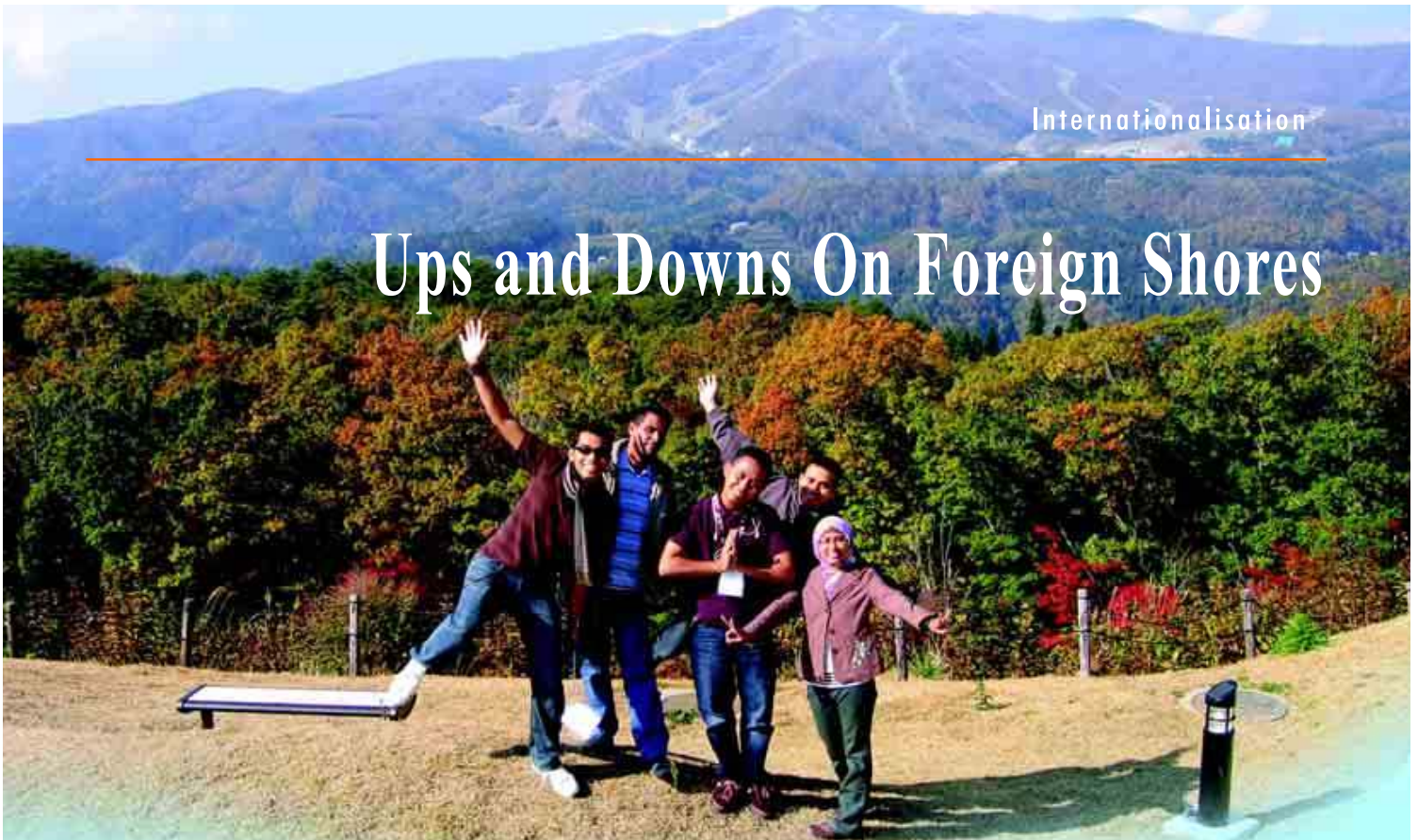
Increased awareness of the role of earthworms is crucial. Therefore, every individual must be educated on the valuable contribution of earthworms and on how they can be fully exploited for the benefit of humankind. Future experiments will include the use of earthworms in stabilizing the sewage sludge from Indah Water Sdn. Bhd and the setting up of a vermicomposting unit in every state in Malaysia.

Worm farm in Seremban, Negeri Sembilan.



Dr. Hasnah Md. Jais
B.Sc. '78

Ups and Downs On Foreign Shores



In front of a ski place on the way to Toyama, Japan.

Living in a foreign land as an exchange student is not an easy task at all. It is the cultural shock - the culture, languages (the local dialect in particular), the food, the climate and the people - that requires intensive adaptation and adjustment for most USM student. This package of experiences is unravelled during the exchange programme activities that a student participates in. There is little wonder why the responses from USM students to participate in the Exchange Programme organised by the International Office of USM with other foreign institutions every year are encouraging.

USM has always been keen to offer these students an opportunity to experience and learn about things other than just their formal education. Moreover, the students get to learn and appreciate multifaceted cultures.

Being a selected student for the exchange programme of USM to University of South Australia (UNISA) was memorable for Mohd Hafizal Bin Mohd Isa (or better known as "Piet" to his friends). Piet, a fifth year Architecture student of USM told *The Leader* that he immediately informed his family about his being selected for the programme.

"I could sense my parents' excitement through my cell phone and soon my relatives got back to me asking me to bring along some Malaysian spices, instant noodles or cereal just in case my stomach couldn't adapt to the food in Australia," said Piet.

Piet added that while he was in Australia, he gained much experience particularly in education, culture, food and religion.

Lecturers' and students' approach to education and the study environment in Australia was different from Malaysia's.

"In UNISA, for instance, lecturers give freedom to students to present their work in the style of their choice," Piet explained. "Consequently, the students are taught to be more creative, independent and innovative."

Piet said that the students were encouraged to "speak their mind" and having an "open speech" culture.

Ups and Downs On Foreign Shores

Piet also observed how students in Australia enjoyed themselves in their so-called "socialising behaviour". Most students would go to bars, pubs or clubs after class hours to socialize.

Another example that he thought worth sharing was that in USM most students would gulp down coffee before classes in order to stay alert. However, students in UNISA would prefer to drink beer and smoke before lectures.

Piet also took notice of the public transport systems in South Australia which were so effective with regards to punctuality, safety and cleanliness.

The public service system worked in both ways where the service providers respect the passengers and vice versa. The drivers of vehicles always respect pedestrians, particularly the elderly. On the other hand, in Penang for instance, public buses are notorious for being overloaded with passengers and punctuality is certainly out of their vocabulary!

Another uniqueness about Australia that fascinated him was its ethnic diversity. Italians, Greeks, Asians, Arabs, and Jews - just to name a few - live in harmony just like we do in Malaysia.

Piet was fascinated by the Aboriginal culture. Australia's native animals such as the kangaroos, wombat and wallabies also intrigued him.

During his short stay, Piet's spoken English and communication skills improved. He strongly believed that his experiences had helped him to develop a new outlook and make him a better person.

"I am now more confident in expressing my thoughts, making decisions and communicating with people around me", said Piet.



Foreign students with their buddies camping by the beach.

He, however, lamented that he found a loophole in the "buddy system" because his "buddy" who was supposed to help him 'discover' Australia and look into his needs, failed to do so.

"I had the initial experience of feeling 'lost' and do not want others to go through a similar experience," he said. Piet hopes that the USM Exchange Programme will improve the "buddy system". He, however, pointed out that not all students had such experiences but this is certainly one area to look into.



Students having their breakfast at the camp site.

Ups and Downs On Foreign Shores



The winners posing at the futsal game.

The Buddy Programme provides for a facilitator to help foreign students who visit USM or vice-versa. The buddy will assist to fetch the students from the airport, brief them about Malaysia (such as its culture, food and religion), show them around, organise activities such as camping trips, farewell dinner, conducting homestay programmes, hold cultural fiesta and football matches throughout the semester. The buddy will encourage the foreign students to participate in traditional cultural dances such as *Zapin*, *Joget* and *Kuda Kepang*. These students are also given the opportunity to show what they have learned by participating in various events such as the Convocation Concert or *Anugerah Sanggar Sanjung*. If funding is available, the students may have a chance to visit other universities.

To ensure a successful exchange programme, Malaysian participants ought to be able to explain the components of a Malaysian culture, religions and the political scenario to foreign students.

"This will help our buddies to understand the languages used in Malaysia," Piet said.

"I will certainly encourage USM students to participate in the Buddy Programme or Exchange Programme," said Piet. "There is so much to benefit from it. The students need to be open-minded about what they see and experience to understand the new environment."

Even though his stay in Australia was short, Piet said that it was an invaluable experience. There are many fond memories to treasure. Piet has made many friends beyond the Malaysian shores.



Students in their cultural dance costumes.



Azizah Omar
MBA '00

BRUSSELS EUREKA EXHIBITION 2006

LIST OF WINNERS FOR BRUSSELS EUREKA EXHIBITION 2006
55th WORLD EXHIBITION OF INNOVATION, RESEARCH AND NEW TECHNOLOGIES
BRUSSELS, BELGIUM ON 23 - 27 NOVEMBER 2006

Researchers	Product Title	Award
Professor Darah Ibrahim Pusat Pengajian Sains Kajihayat Co-Researchers - Professor Ibrahim Che Omar (PP Sains Kajihayat) - Lee Chee Keong (PP Sains Kajihayat) - Pang Pei Keng (PP Sains Kajihayat)	FERMOSTAT - A New Industrial Innovation in Solid State Fermentation	Gold Special Award: Best Jury
Professor Rahmah Noordin Institute for Research in Molecular Medicine (INFORMM) Co-Researcher Rohana Abdul Rahman (INFORMM)	An immunochromatography test for the rapid and accurate detection of Wuchereria bancrofti filarial infection	Gold Special Award: World International Property Organisation (WIPO)
Professor Chan Lai Keng Pusat Pengajian Sains Kajihayat Co-Researcher - Professor Boey Peng Lim (PP Sains Kajihayat)	A Novel Cost-Effective Culture System for Mass Cloning of Plants	Gold



Prof. Darah and Prof. Rahmah at the award reception.

Researchers	Product Title	Award
<p>Associate Professor Sureswaran Ramadass Azlan Osman Pusat Pengajian Sains Komputer / National Advanced IPv6 Centre (NAv6)</p> <p>Co-Researchers (Pusat IPv6 Termaju Negara)</p> <ul style="list-style-type: none"> - Dr. Omar Amer Abouabdalla - Iznan Hasbullah - Tan Chen Wei - Salah Noori Saleh - Ayman Helweh-Hannan - Usman Sarwar - Phang Tze Shu - Arnaud Martin 	NAT and Firewall Traversal Solution	Gold
<p>Dr. Mohd Rizal Arshad Pusat Pengajian Kejuruteraan Elektrik dan Elektronik</p> <p>Co-Researcher</p> <ul style="list-style-type: none"> - Syed Sahal Nazli Alhady Syed Hassan (PPK Elektrik dan Elektronik) 	An Intelligent ECG Diagnostic System For Heart Disorder Determination	Silver
<p>Dr. Kamal Zuhairi Zamli Pusat Pengajian Kejuruteraan Elektrik dan Elektronik</p> <p>Co-Researchers</p> <ul style="list-style-type: none"> - Dr. Nor Ashidi Mat Isa (PPK Elektrik & Elektronik) - Siti Norbaya Azizan (PPK Elektrik & Elektronik) 	JTst - A Parallel and Automated Java Unit Testing Tool	Silver

At The Forefront

Highlights



From right to left: Dr. Ninnat (Secretary General, ASAIHL), Prof. Dato' Dzul kifli Abdul Razak (Vice Chancellor, USM), Tan Sri Prof. Syed Jalaluddin and Prof. Usman Chatib Warsa (Rector, University of Indonesia) of South East Asia Institution of Higher Learning (ASAIHL) at Istana Negara, December 5, 2006.



The Vice-Chancellor of USM Professor Dato' Dzul kifli Abdul Razak has been elected as the 28th president of the Association for South East Asia Institution of Higher Learning (ASAIHL) for 2007/2008. The decision was made at ASAIHL's annual meeting held in Jakarta at the end of last year, when it celebrated its 50th anniversary.

ASAIHL is the oldest educational organization in this region and it is historic that for the first time in the 50-years history of the organization USM has been given this honour. The association was established in 1956 as a non-governmental organization at a meeting in Bangkok of the heads of eight state universities in Southeast Asia. Then the Prime Minister of Thailand, Field Marshal Pibulsongkram, supported its foundation and approved the setting up the Secretariat in the country.

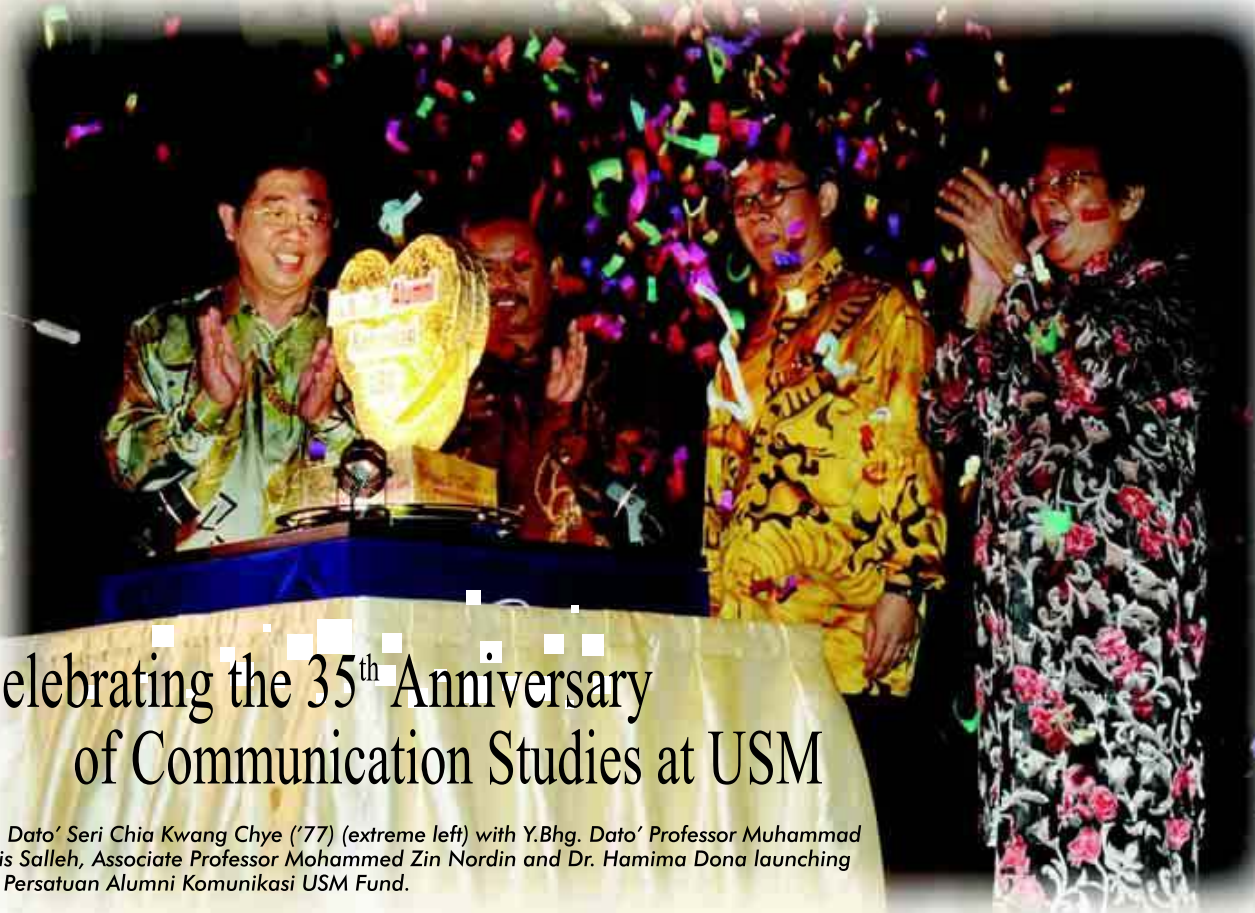
Professor Dato' Dzul kifli Abdul Razak, who is the fifth vice-chancellor of USM, is the fifth ASAIHL president from a Malaysian university. The first two were the vice-chancellors from University of Malaya:- Prof. Sir Alexander Oppenheim (1959-1960), and Prof. Ungku A.Aziz (1973-1974), while the next two were vice-chancellors from Universiti Pertanian (later Putra) Malaysia:- Prof. Nayan Ariffin (1985-1986), and Prof. Tan Sri Syed Jalaluddin Syed Salim (1999-2000). The first president was Air Marshall M.M. Vejjant Rangshrisht of Thailand, as the

Chairman of the Provisional Administrative Board (1956-1957).

Today, ASAIHL comprises more than 160 member universities including from Brunei, Hong Kong, Indonesia, Malaysia, Myanmar, the Philippines, Thailand, Sri Lanka, Singapore, Vietnam, Australia, Canada, Japan, New Zealand and the United States of America.

The objective of ASAIHL is to assist member institutions to strengthen themselves through mutual self-help and to achieve international distinction in teaching, research and public service. In so doing, the institutions contribute strength to their respective nations and to the entire region. Specifically, the association exists to foster the development of the institutions themselves, to cultivate a sense of regional identity and interdependence and to liaise with other regional and international organizations concerned with research and teaching.

It also serves as a clearing-house of information, provides regular opportunities for the discussion of academic development and general university development, assists member institutions in the recruitment and placement of faculty and staff, exchanges of professors and students and in the development of co-operative arrangements on specific projects, provides advisory services of consultants, strengthens the relationship with regional and international bodies and keeps members' institution informed about developments in the region; and recognises and acknowledges distinctive achievements among Southeast Asian institutions of higher education.



Celebrating the 35th Anniversary of Communication Studies at USM

Y.B. Dato' Seri Chia Kwang Chye ('77) (extreme left) with Y.Bhg. Dato' Professor Muhammad Idris Salleh, Associate Professor Mohammed Zin Nordin and Dr. Hamima Dona launching the Persatuan Alumni Komunikasi USM Fund.

On the night of 22 February 2006, USM welcomed the return of one of its alumni, Syed Azidi, with gorgeous Hans Isaac in tow at Dewan Tuanku Syed Putra for the film premiere of *Pesona Non Grata*.

That was the highlight of the film festival, held from February 20 till 25. Organised by the Film Section, it marked the beginning of a year-long list of activities in conjunction with the 35th Anniversary of Communication Studies at USM.

An exhibition with the theme, "*Filem Sepanjang Zaman*" was held at the foyer Dewan Tuanku Syed Putra from 20-25 February.

During the six-day festival, a number of films from countries such as Indonesia, Argentina, Brazil and Cuba were shown at Dewan Kuliah A. At a special screening of a Polish film on 23 February, Prof. Atuala Bogdan Kopanski led a discussion on the film.

A film forum entitled, 'Independent Film Culture: Film as a Social Medium,' with panellists Wahab Hamzah (Malaysia), Harry Dagoë Suharyadi (Indonesia) and Yusnor E. F. (Singapore) marked the end of the film festival.

On 1 July, Tan Sri Ani Arope launched a month-long exhibition, *Komunikasi: 35 Tahun Merentasi Cabaran* at Galeri Budaya RekaCipta & Inovasi. Visitors were given a historical perspective of the evolution of the school, from its humble beginning as a section under the school of Humanities, until 10 years ago. The exhibition showcased the School's academic offerings as well as the achievements of its staff and students.

From 17 to 20 July, the School of Communication and the Asian Media Information and Communication Centre (AMIC) jointly organized a conference with the theme, 'Media in Asia: Aspiration, Choices and Realities.' The School also held a concurrent *Malaysia Track* discussing issues under the themes of "Malaysian Identity and the

Celebrating the 35th Anniversary of Communication Studies at USM

Global Media," "New Media and the Status Quo," "Communicating Health and Environment," and "Representing Minority Groups."

On 29 July, the Radio section of the School of Communication held its own forum on *The Role of Radio in the Digital Age*. This was followed by the Journalism sections forum with the theme, *Press Freedom in Malaysia* on 26 August.

In November two other functions were held. One was organized by the Public Relations Section of the School with theme, *Measuring Public Relations' Effectiveness: What, How and Why*.

The other was the dinner on 10 November to mark the end of the celebrations. Entitled, *Majlis Makan Malam Amal "Kemala Hati"*, the event was attended by 800 guests. The theme, "Kemala Hati" was the song-title from the 1954 film, "Panggilan Pulau," featuring P. Ramlee as its hero. It was described the School's intention of beckoning its former students to gather that night for the launching of *Persatuan Alumni Komunikasi* as well as *Dana Persatuan*.



Participants at the Asia Media Information and Communication Centre (AMIC) Conference.



Students at the Kolokium Siawazah.



David Thiyagarajah of Alleycats.



Prof. Rashidah Shuib (B.A. '76) and Dr. Azman Azwan Azmawati: Master of ceremony.

Alleycats, the enduring Penang group of performers, brought back memories to many of the guests with their evergreen songs. The Deputy Minister of Information, Y.B Dato' Seri Chia Kwang Chye, himself an alumni of USM, B.Sc.(HBP)'77 graced the function and gave a generous donation of RM2,000.00 to kickstart fund-raising effort.

As planned, a portion of the sales of tickets was donated to the Spastic Children's Society of Penang. Out of the fourteen pioneers who studied communication at USM, Mansor Ahmad and I were the only ones to witness the 35th Anniversary of Communication Studies as we are still lecturing at the School.



Hamima Dona Mustafa
B.A.'73

A Feather in the Cap

USM - Penang International Hockey Festival
17th December 2006



Duli Yang Teramat Mulia Raja Dr. Nazrin Shah Ibni Sultan Azlan Muhibbuddin Shah, presenting the trophy to the Champion.

For the first time in 33 years, the USM Hockey Team (The USM Vampires) emerged as champions in the top category of the *Pesta Hoki* tournament - specifically in the Premier League Category for men - and took home the coveted Sultan Azlan Shah Trophy and a cash award of RM2,000. The team went through rigorous training for the past year with a mission to emerge as champs and to bring glory to the University.

Coaches Mr. Bob Rajendran and our own Sports Office staff Mr. Abdul Razak Saidin who is a former national player coached the USM team to victory.

Their prudent planning, hard work and strategic approach in each and every encounter in the field finally bore fruit when they beat the Sri Lankan team in the semi-finals. In the finals, they were able to beat the robust Royal Malaysian Defence Forces team.

The players comprising USM staff, students and a number of former state players had good experience in planning and executing their strategies through a comprehensive coaching programme. They took a vow to go to the finals in the premier league.

The annual hockey tournament is organised by over 200 undergraduates from USM under the guidance of officers from the Sports Office of the Student Affairs Department. A record 374 teams participated in the tournament last December, with 50 teams coming from countries in the Asia Pacific region. The six-a-side for men and seven-a-side for women tournament were well-received by both the local teams and teams from Singapore, Indonesia, Thailand, India, Sri Lanka and Brunei Darussalam.

It is hoped that the team will be able to devise new strategies and strengthen themselves further and once again emerge as champs in this annual premier hockey tournament in the Asia Pacific region.



Ketupat, Rendang & Friendship

About 150 people attended a reception organized jointly by the Persatuan Alumni USM (PAUSM), the Alumni Liaison Office [ALO] and the International Office [IO] November 2006. The Vice-Chancellor, Y. Bhg. Dato' Professor Dzulkilfi Abdul Razak was the guest-of-honour. Others present were staff members, alumni and students from countries such as Iran, Indonesia, Thailand and Pakistan. Apart from ketupat and rendang a variety of dishes such as from the Middle East, Thailand and Indonesia were prepared by the international students themselves.



Our ladies enjoying their food.



The VC chatting with a student from Sweden.

Annual General Meeting of *Persatuan Alumni USM (PAUSM) 2007*



Alumni Liaison Office (ALO) would like to congratulate all new Exco members for 2007-2009 who were elected during the 11th Annual General Meeting, held on 26th January 2007. We wish PAUSM every success. ALO also records its appreciation to the past Exco members.

1. Shaifubahrim Mohd Saleh (B.Comp.Sc.'83)
2. Norpisah Mat Isa (B.Sc.Math. '84)
3. Norziah Yahaya (B.Soc.Sc. '80)
4. Dalilah Mat Isa (B.Comm. '03)
5. Mahadi Deraman (B.Soc.Sc. '99)
6. Itam Sulaiman (B.Sc.'74)
7. Syed Ahmad Hussien (B.Soc.Sc'73)
8. Mohamed Talhah Idrus (B.Soc.Sc '74)
9. Hassan Adly Mohd. Isa (B.Pharm '82)
10. Abdul Hamid Abdullah (B.Sc(Edu). '99)
11. Mohd. Zahry Shaikh Abdul Rahman (B.Sc.(HBP) '82)
12. Khalid Md Isa (B.Soc.Sc. '75)
13. Shahrizal Nazri (B.Comp.Sc. '00)
14. Noriah Mohamed (B.A. '84)
15. Asha Suresh Chand (B.Pharm '92)

Members for Executive Committee 2007-2009

President
Mohamad Jafre Zainol (B.A (Edu). '85)

Deputy President
Syed Ahmad Hussien (B.Soc.Sc'73)

Secretary
Norziah Yahaya (B.Soc.Sc. '80)

Assistant Secretary
Sarina Abd Rani (B.Soc.Sc. '90)

Treasurer
Zainun Yusooof (B.Mgmt '98)

Committee
Mohamed Talhah Idrus (B.Soc.Sc '74)
Sazli Husni (B.Eng. '98)
Noor Soraya Ahyaudin (M.Comm. '07)
Lee Choon Hong (B.Comp.Sc. '90)
Abd. Rashid Ibrahim (B.Sc (HBP)'79)

Audits
Hj. Abdul Rahman Yob (B.Soc.Sc.'78)
Nur Mariam Musa (B.Soc.Sc.'99)

"Maju Bersama Alumni"

TAJUK: INTERNET DALAM PENDIDIKAN
PENGARANG: ROZINAH JAMALUDIN
ISBN: 983-861-312-6
HARGA: RM 52.00
SINOPSIS:

Pengetahuan Internet dalam pendidikan bukan lagi merupakan perkara yang asing dalam zaman teknologi maklumat dan komunikasi. Pengajaran dan pembelajaran kini boleh berlaku di mana-mana dan pada bila-bila masa sahaja tanpa mengambil kira jenis komputer, tempat dan geografinya. Pengenalan pembelajaran elektronik (e-pembelajaran), pendidikan jarak jauh, pembelajaran-m (mobile learning), dan pendidikan dalam talian pada peringkat asas juga merujuk kepada penggunaan Internet dalam pendidikan.

Secara keseluruhan, buku ini mendedahkan kepada pembaca aspek teori dan praktikal penggunaan Internet dalam pendidikan. Secara teori, bermula dari pengenalan dan sejarah evolusi Internet, mengapakah Internet sangat penting dalam pendidikan pada hari ini, bagaimanakah kita dapat dihubungkan kepada Internet, apakah keperluan-keperluan perkakasan dan perisian yang diperlukan, siapakah pengguna Internet, berapa bilangan pengguna di dunia dan juga di Malaysia hinggalah bilakah Internet diaplikasikan dalam dunia pendidikan. Tidak ketinggalan reka bentuk pengajaran berasaskan web dan cara membangunkan laman web dengan menggunakan Flash dan Dreamweaver yang kini merupakan alat pengarang web yang terkenal.

Penilaian web secara formatif atau sumatif, dan mendedahkan isu-isu etika supaya pembaca sedar apa yang boleh dilakukan dan apa yang tidak boleh dilakukan semasa merayau dalam web turut dibincangkan. Penulis juga menonjolkan kegunaan Internet pada masa hadapan baik dari segi infrastruktur, pendidikan dan juga dalam bidang perniagaan dan telekomunikasi.

TAJUK: FARMASI DAN
UBAT-UBATAN

EDITOR: AB FATAH AB RAHMAN
ISBN: 983-861-309-6
HARGA: RM 31.00
SINOPSIS:

Farmasi dan Ubat-Ubatan yang dipersembahkan secara mudah dalam bentuk soalan dan jawapan menentengahkan kepada pembaca akan profesion farmasi dan peranan ahli farmasi. Ia juga membincangkan aspek perundangan dan dasar kerajaan Malaysia tentang ubat. Sebagai buku asas dalam bidang farmasi, pembaca turut diperkenalkan kepada jenis-jenis ubat, penghasilan ubat serta panduan asas pemilihan dan penggunaan ubat secara rasional. Tidak ketinggalan, peranan herba dan penggunaannya untuk golongan tertentu juga dibincangkan.



Highlights

TAJUK: THE OTHER SALINA
PENGARANG: LALITA SINHA
ISBN: 983-3391-78-8
HARGA: RM 39.00
SINOPSIS:

This book raises some important issues in the field of literary translation. In light of prevalent post-colonial theories, it examines, analyses, and evaluates the translators' choice of word in conveying culture-specific expression of a Malay text into English. A. Samad Said's celebrated Malay novel, Salina, is compared with two extant English translations to highlight the problems of translation encountered, and the strategies employed to solve them. In the course of scrutiny of expressions, the study confirms the validity of the view that literary translation is culturally dictated activity, and thereby charged with agendas that may be conscious or unconscious. In illustrating how, as a non-Western or 'minor-culture' text, Salina is subjected to the Western or 'major-culture' norms prevailing upon of the Western translator; the study advocates that maintaining the hierarchy of author-over-translator facilitates the successful transmission of culture-specific meanings in original expressions.



TAJUK: PENYAKIT DAN PARASIT
HAIWAN TERNAKAN
TROPIKA

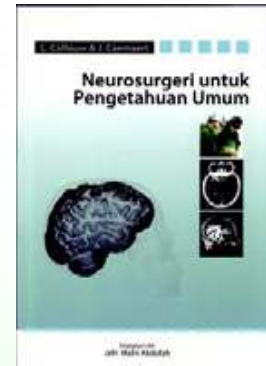
PENTERJEMAH: ABD. WAHAB
A. RAHMAN
ISBN: 978-983-3391-55-4
HARGA: RM86.00
SINOPSIS:

Penyakit dan Parasit Haiwan Ternakan Tropika ditulis untuk rujukan pelajar dan pekerja industri ternakan di negara tropika. Ia bertujuan untuk meningkatkan pengetahuan bidang veterinar dalam kalangan pelajar dan pekerja veterinar, tidak kira juruteknik, petani atau seumpamanya, agar mereka berupaya mengatasi masalah apabila berlaku serangan penyakit dan sentiasa bersedia untuk bertindak, sama ada dengan arahan dan tunjuk ajar ahli veterinar atau secara bersendirian. Buku yang mengandungi 18 bab ini membincangkan antaranya tentang penyakit veterinar, kaedah pemeriksaan, kaedah kawalan penyakit dan jangkitan penyakit. Ia dilengkapi dengan glosari perkataan teknikal dan rajah yang sangat membantu pemahaman pembaca.



TAJUK: NEUROSURGERI UNTUK PENGETAHUAN UMUM**PENGARANG: L. CALLIAUW & J. CAEMAERT****PENGADAPTASI: JAFRI MALIN ABDULLAH****ISBN: 983-3391-53-2****HARGA: RM 90.00****SINOPSIS:**

Neurosurgeri untuk Pengetahuan Umum membincangkan jenis penyakit otak dan saraf yang memerlukan pembedahan. Ia merupakan satu-satunya bahan bacaan tentang neurosurgeri dalam bahasa Melayu yang ada dalam pasaran masa ini. Karya ini diadaptasi ke dalam Bahasa Melayu oleh Jafri Malin Abdullah, profesor dalam bidang neurosains yang sedang berkhidmat dengan Universiti Sains Malaysia, daripada buku asal berbahasa Flemish bertajuk Neurochirurgie voor de algemene practicus yang ditulis oleh Profesor Luc Calliauw dan Profesor Jacques Caermaert daripada University of Ghent, Belgium. Usaha ini dilakukan untuk menyebarkan pengetahuan tentang penyakit otak, saraf tulang belakang dan saraf pinggir untuk pembaca di negara-negara yang menggunakan bahasa Melayu sebagai bahasa pengantar, seperti Malaysia dan Indonesia. Ia amat bermanfaat kepada pengamal dan pakar perubatan (yang tidak mengenali pembedahan otak dan tulang belakang dengan terperinci), paramedik dan juga pesakit.

**TAJUK: TEKNOLOGI BINAAN
UNTUK NEGARA
MEMBANGUN****PENGARANG: MAHYUDDIN RAMLI,
NOOR FAIZAL ABAS****ISBN: 983-861-314-2****HARGA: RM 25.00****SINOPSIS:**

Buku ini memberi panduan tentang teknologi pembinaan bagi negara membangun di dunia. Aspek pembinaan yang dibincangkan secara kasar meliputi kerja tanah, sistem saliran dan pembentungan serta gerakan pengeringan air di tapak pembinaan. Bagi aspek pemilihan asas, contoh pengiraan untuk mendapatkan saiz asas turut diberikan. Kaedah menentukan keupayaan gelas cerucuk dan ujian yang dilakukan di tapak pembinaan juga dibincangkan. Reka bentuk campuran konkrit berdasarkan kaedah Jabatan Alam Sekitar dan piawaian British Standard Institution juga dibincangkan. Selain kaedah konvensional seperti pemasangan dan pembuangan acuan, penggunaan sistem perancah dan menjermang struktur, buku ini juga menyentuh tentang satu sistem berindustri seperti sistem pasang siap dan kaedah reka bentuk dalam pembinaan bangunan tinggi. Di samping itu, buku ini amat bermanfaat dan boleh dijadikan rujukan yang baik tentang teknologi ferosimen. Secara keseluruhannya, buku ini dapat memperluaskan pengetahuan pelajar tentang aspek pembinaan di negara membangun di samping memberi panduan tertentu terutamanya kepada pihak yang memilih konkrit sebagai bahan binaan utama.

**TAJUK: PENGURUSAN PEMBINAAN
KONSEP, STRATEGI DAN
APLIKASI.****PENGARANG: OMAR OSMAN****ISBN: 983-861-311-8****HARGA: RM 55.00****SINOPSIS:**

Buku ini menerokai pengurusan pembinaan melalui pendekatan konsep sedia ada dalam pengurusan pembinaan, digabung dengan pendekatan strategi yang boleh digunakan untuk mengurus projek pembinaan pada tahap yang lebih kompleks. Walau bagaimanapun, pengurusan pembinaan untuk projek yang amat kompleks tidak akan dikhususkan dalam buku ini, walaupun secara amnya konsep ini boleh diguna pakai.

Buku ini ditulis sebagai panduan pengurusan pembinaan untuk pelajar, kontraktor, perunding dan pihak lain yang terlibat dalam pembinaan, bukan sahaja di tapak binaan tetapi juga untuk keseluruhan pengurusan pembinaan oleh kontraktor tersebut. Buku ini juga berguna kepada ahli profesional yang menguruskan kontraktor semasa pembinaan, untuk mengetahui perkara-perkara yang dilalui oleh kontraktor yang menyiapkan kerjanya. Bagi pelajar universiti dan politeknik, buku ini sesuai untuk mereka yang mengikuti kursus atau subjek pengurusan binaan supaya dapat dijadikan sebagai panduan atau bahan bacaan dan rujukan untuk mengetahui pengurusan pembinaan. Ia akan dapat membantu pelajar menganalisis pengurusan pembinaan.





Membership Form



PERSONAL DETAILS

Full Name : _____

Identity Card No : _____ Gender : _____ Cell phone no: _____

Email 1: _____ Email 2: _____

Correspondence Address: _____

Post Code : _____ Town: _____ State: _____

Telephone Number (Residence): _____

Name of Organisation: _____ Post: _____

Office Address: _____

Post Code: _____ Town: _____ State: _____

Office Telephone No: _____ Fax No: _____

GRADUATION

Course _____ Year _____ Bachelor Master PhD.

I hereby attached the cash/money order/cheque no. amounting

RM payable to PERSATUAN ALUMNI UNIVERSITI SAINS MALAYSIA.

For: Registration Fees (RM 20.00 for life) Contribution for the ALUMNI Club House Fund

Signature: _____

Date: _____

For secretariat use only:

Received by:

Membership No:

Name (on card):

Membership Card:

Printed

Posted

Mail to: **SECRETARIAT**

PERSATUAN ALUMNI USM

Bangunan DO1, Universiti Sains Malaysia, 11800 Minden, Penang.

Tel/Fax: 04-6569370 Email: alumnum@tm.net.my Web: www.alumni.usm.net.my



**6 reasons to fly the
"Best Economy Class" in the world
and experience a truly Malaysian airline.**

World-Class Service

Our renowned Malaysian hospitality. We take care of everything, making your journey comfortable.

Select **Inflight Entertainment System**

Over 300 hours of On-Demand movies, music and games.

World-Class Cabin Crew

A cabin crew that is amongst the best in the world.

A new dining experience

A delicious new and improved local and international cuisine selection.

More legroom with over 86cm seat pitch

Our spacious seats allow you to stretch your legs in comfort, and move in and out with ease.

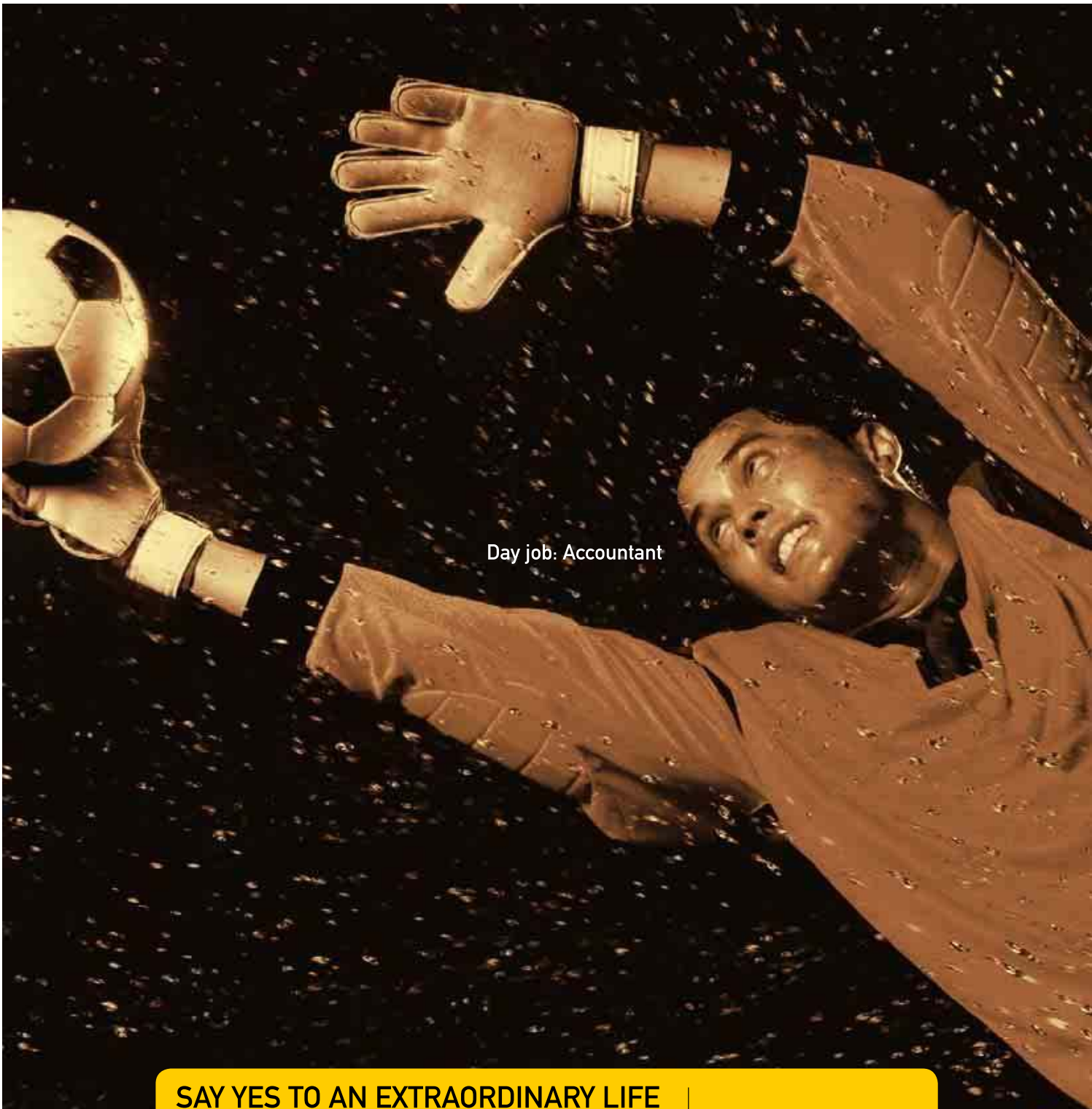
Enrich **Frequent Flyer Programme**

Sign-up online and earn 1,000 Enrich bonus mile instantly.



For more information, please call 1 300 88 3000, your travel agent
or visit www.malaysiaairlines.com

 **malaysia**
AIRLINES



Day job: Accountant

SAY YES TO AN EXTRAORDINARY LIFE

Score big. Kick the competition. Get on the team. MAA is committed to making your dreams come true. We can, with over RM6 billion in assets, 2.7 million satisfied customers and the reputation of being voted the Best Life Insurer in Asia. This combination of financial strength and expertise is the power behind you, so go on and lead an extraordinary life.

Say Yes to Solid Financial Security. Say Yes to MAA.



MAA Assurance

Head Office : Menara MAA, 11th Floor, No. 12, Jalan Dewan Bahasa, 50460 Kuala Lumpur
Call Centre : 1-300-888-MAA/622, 03-2146 9999 Fax : 03-2142 5863 maa.com.my



CERTIFICATE NO. 403548

