General

UMPSA VC’s Mandate highlights K.I.T.A theme to elevate impactful excellence towards Advanced TVET Hub in ASEAN

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GAMBANG, 13 February 2026 – The Vice-Chancellor of Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), Professor Ts. Dr. Yatimah Alias announced four strategic thrusts themed K.I.T.A, comprising Kelestarian, Kewangan, and Keusahawanan (K), Inovasi dan Industri (I), TVET Termaju dan Bakat (T), and Akademik, Antarabangsa dan Alumni (A) to ensure UMPSA remains relevant and competitive in line with the aspirations of the Malaysia Higher Education Plan (RPTM) 2026–2035.

According to Professor Ts. Dr. Yatimah, four core elements underpin K.I.T.A, namely Kasih (heart), Intelek (mind), Tatakelola, and Amanah dan Akauntabiliti, which play an important role in ensuring that the UMPSA community continues to excel on the international stage.

“Committed to sustainability, this year UMPSA will focus on sustainable campus initiatives through the implementation of the Eco-University Framework and the intensification of sustainable activities.

“This effort is in line with UMPSA’s recognition as the first higher education institution in ASEAN to receive the international EcoCampus Green Flag recognition, positioning UMPSA at the forefront as a technical university based on green TVET and sustainable innovation recognised at the global level.

“In creating a more efficient, sustainable, and connected environment that enhances campus community experience, holistic digital transformation through the integration of digital technology will be implemented across the campus.



“This includes the implementation of the Performance System (Academic and Non-Academic), installation of LED systems and big data targeted as an enabling dashboard for accurate decision-making, as well as AI infrastructure to enable sovereign data analytics,” she said.

At the same time, UMPSA remains attentive to student well-being.

Various efforts are being implemented to ensure that every student can learn, grow, and succeed in a conducive environment.

Planned initiatives include the replacement of hostel furniture and mattresses, upgrading Cafeteria 648 into Siswa Mall Ruang One-Stop Centre at the Student Activity Centre, Pekan, Rumah Korban at Masjid Al-Jazari, development of accommodation for 2,000 students, as well as enhancement of physiotherapy and dental facilities.

In line with student empowerment aspirations, initiatives such as ‘Job on Campus’, Perantisan Siswa, and Siswa Mall management are expected to further elevate student talent.

With the internalisation of K.I.T.A values, UMPSA is optimistic about moving further forward as a higher education institution that excels not only in achievements but is also strong in values and integrity, in line with the university’s aspiration to remain outstanding at national and international levels.

At the same time, UMPSA launched the UMPSA Strategic Plan 2026–2030 (UMPSA30) in conjunction with the Vice-Chancellor’s 2026 Mandate Ceremony held at Dewan Astaka, UMPSA Gambang Campus today.

The significant ceremony also witnessed UMPSA receiving the Certificate of Appreciation as the First

Eco-Campus University in ASEAN from the Green Growth Asia Foundation in recognition of the university's continuous commitment to sustainability and sustainable development agendas.

Also present were the Chairman of the University Board of Directors, Dato' Seri Abdul Razak Jaafar, members of the University Board of Directors, members of the Yayasan UMPSA Board of Trustees, the university's top management line-up, and members of the campus community.

In her mandate, Professor Ts. Dr. Yatimah Alias emphasised that 2026 marks the beginning of a new phase for the university through the implementation of UMPSA30 as the master document that will drive the university's direction over the next five years.

"In terms of internationalisation, UMPSA focuses on strengthening global reputation and visibility through international strategic collaboration, student and staff mobility, as well as high-impact joint research.

"In sustainability, the approach goes beyond environmental aspects to include financial, operational, human, and governance sustainability, in line with the university's aspiration as a sustainable and resilient eco-university," she said.

The ceremony also celebrated UMPSA's 24th Anniversary as a symbol of the university's maturity over more than two decades since its establishment.

The year 2026 is described as a foundational year for the implementation of UMPSA30 with emphasis on KPI alignment across all responsibility centres (PTj), strengthening performance monitoring systems, and cultivating governance based on data, impact, and accountability.

With the launch of UMPSA30, UMPSA remains committed to strengthening its position as a leading technology university that is relevant, competitive, and high-impact in line with national higher education aspirations.

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