

JANUARY 2014

# FIESTA

# UPDATE

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IN CONJUNCTION WITH THE 15th CONVOCATION OF INSANIAH UNIVERSITY COLLEGE MALAYSIA



## THE CONVOCATION FIESTA 2014

9th - 13th JANUARY 2014

KUALA KETIL CAMPUS, KEDAH DARUL AMAN



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Muslim World Biz

## NOTE FROM THE EDITOR

Insaniah is developing day by day. It has achieved a huge recognition in the Muslim world for pioneering the concept of post Islamic developmental and financial studies, where the students are envisioned to learn the conventional method along with Islamic organisms, to maintain a harmonious learning mechanism as well as the appreciation of quality and dignity in disseminating an action plan.

Insaniah is holding its 15th annual convocation on 11th and 12th January 2014, at the newly built campus, on a large site, for the first time, with His Royal Highness the Honorable Chancellor, who is also the Yang Di-Pertuan Agong of Malaysia, is gracing the occasion.

To let one know, as the Sultan of Kedah, he is duly and rightfully appointed as the Agong for the second time, which is a great honor for Kedahans in particular, so we would like to poise this Fiesta convocation to salute His Majesty in the most majestic way and with charm. It is our obedient duty, to make this occasion, where, his achievements will be highlighted, noted, appreciated, and hence it is our outmost duty to magnify this rare honor, and make His Highness astute appointment as significant as possible.

A commemorative journal signifying his second tenure, along with His desires, hobbies, and interests, will be soon forthcoming to highlight and make things noted.

Hopefully that journal, will be such that it will a rare opportunity for most of us, to make it an extremely important occasion and opportunity to duly signify His views, and charms, and salute him as it our most yearning to do.

We request your honor, to kindly consider with deepest thought how to address and pay your kindest as well as your due salutation to HRH in coming occasions. We believe that much more is desired by all of us, to address the issue raised, but we may at least take this rare opportunity this time, to fulfill our desires in salutation - as most beautifully as we can.

We request that one should come forward and show us, as well as guide us, if needs be, to address our events to commemorate with our Most Honored Chancellor, and to make it the most memorable one. We want your kindest and buoyant helping hand to make the occasion a truly triumphant one and an exceptionally historical one as well, for all of us.

This Fiesta during convocation is a rare opportunity to magnify the event, keeping in mind the magnificence of the majestic occasion. We expect a huge momentum in the middle of Kuala Muda, Baling, and Kulim region. We more than expect your beyond voluntary support as well as your care, and magnifying this occasion should be your kindest and sincerest goal and objective.

Thank you and all the best.

**Editor**

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# Our Royal Chancellor



***Kebawah Duli Yang Maha Mulia Al-Sultan Almutasimu Billahi  
Muhibbudin Tuanku Alhaj Abdul Halim Mu'adzam Shah Ibni  
Almarhum Sultan Badlishah***

The 14th and current Yang di-Pertuan Agong is Sultan Abdul Halim of Kedah. His reign began on 13 December 2011 after his election by the Conference of Rulers. He is the first ruler to hold the position twice, having served as the fifth Yang di-Pertuan Agong from 1970 to 1975, as well as the oldest elected to the office at the age of 83. The installation of the new Yang di-Pertuan Agong was held on 11 April 2012, at the new Istana Negara at Jalan Duta.

In addition, the Yang di-Pertuan Agong is the Head of Islam in the four states ruled by appointed Governors, in the three Federal Territories, as well as in his own state. In this role, he is advised by the State Islamic Affairs Council in each of the States. The Yang di-Pertuan Agong appoints the chairman and

members of each council. He also appoints the State Mufti in each of these states. There is a single Islamic Affairs Council with jurisdiction for the three Federal Territories. This council is also appointed by the Yang di-Pertuan Agong.

In accordance with Article 41 of the Federal Constitution, the Yang di-Pertuan Agong is Commander-in-Chief of the Federation's Armed Forces. As such, he is the highest-ranking officer in the military chain of command. As the Supreme Commander of the Malaysian Armed Forces, the Yang di-Pertuan Agong appoints the Chief of the Armed Forces Staff, on the advice of the Armed Forces Council. He also appoints the service heads of each of the three branches of the military forces.

# Our King's Love for Insaniah

Educational development, a brief narration on Islam in Kedah and Malaya. The Sultanate of Kedah is the oldest sultanate in the world, it started 1136, when HRH Phra Ong Mahawangsa converted to Islam and became Sultan Mudzafar Shah I, and was the first Sultan of Kedah.

The Sultans of Kedah played a very important role in making Islam and Muslims settle in peace in peninsular Malaysia. Through their courageous and intelligent moves, Islam had far reaching chapters in establishing a systematic development in Malaysia and in its surroundings and helping the locals to settle with pride and dignity.

The current Sultan of Kedah is HRH Sultan Abdul Halim Muazzam Shah Ibni almarhum Sultan Badlishah became the Yang di-Pertuan Agong (The Supreme Ruler) of Malaysia for the very second time, which is a great celebration indeed for the Kedahans in particular. He is the 30th Sultan of Kedah. His reign started since 1958 and the golden jubilee of his administration was celebrated in 2008. He is our Most Honorable Chancellor and our true inspirer. Our university is truly blessed having such an inspirational person who wants the university be a truly exemplary one by the nearest foreseeable future. For Insaniah, his tireless efforts will be remembered for many centuries to come, and it shows true inspirations that He



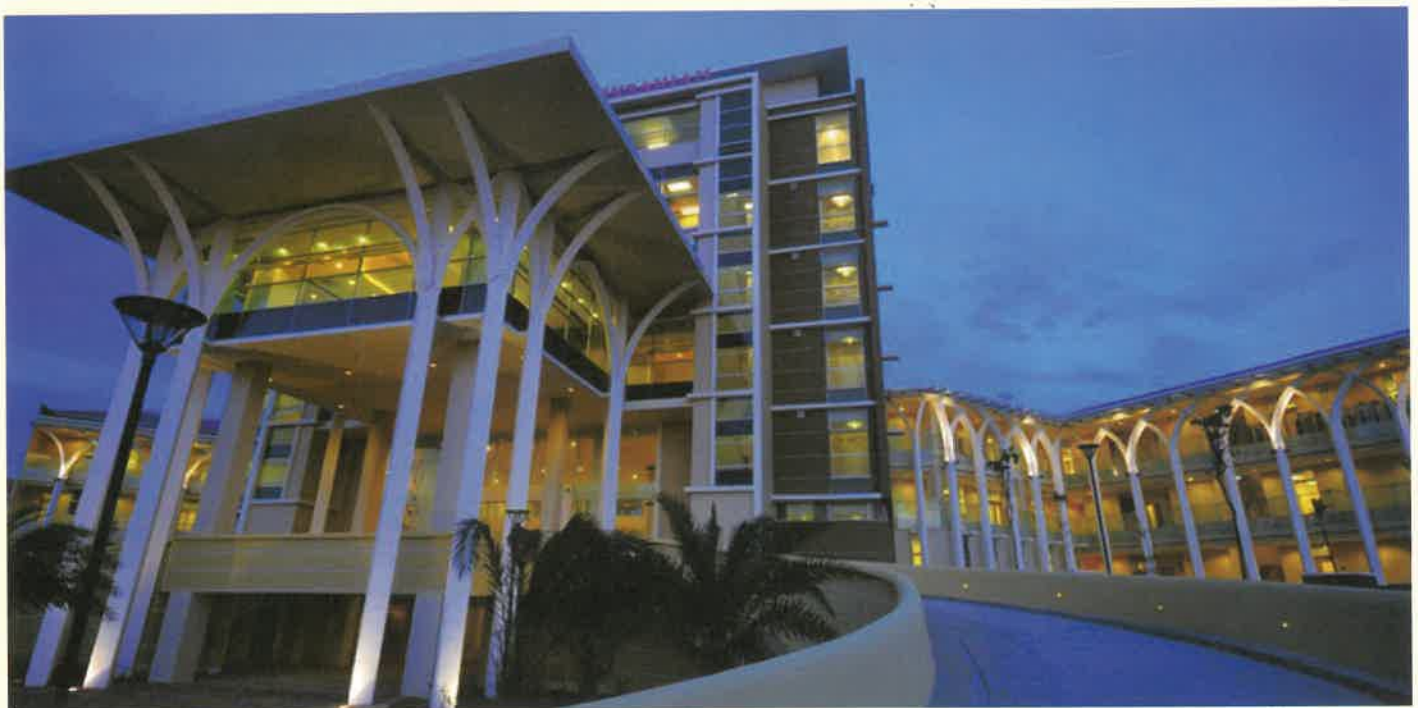
received from His very noble upbringing. Furthermore, Islam is very strong in Kedah and inshallah Insaniah would play a very important role in establishing a truly Madiantic Model (peace loving Model) in years to come.

His Royal Highness the Tunku Bendahara of Kedah, Tunku Annuar ibni Almarhum Sultan Badlishah. The Chairman of the Regency Council is our Most Honorable Pro-Chancellor. In addition, Her Royal Highness the Tunku Panglima Besar of Kedah, Tunku Puteri Intan Shafinaz binti Sultan Binti Abdul Halim Muadzam Shah is very affectionate to see our true qualitative development, HRH also has an Honorary Doctorate from Insaniah.

While appointing HRH Tunku Bendahara as Pro Chancellor, His Majesty said, "Indeed, their knowledge is invaluable treasure, especially to the society in the state."

His Majesty further elaborates, "I hope they will always explore the sharing of knowledge with scholars at KUIN in guiding students and society towards moulding a knowledgeable and pious society,"

His Majesty said that he also hopes the transfer of knowledge could be formulated to record the experiences and successes of experienced figures in KUIN for the reference of the younger generation.



# A Brief Narration on Islam in Kedah



Kedah was by far the most important Kingdom and port of ancient Malaya from the third century A.D. It continued to enjoy that position until the rise of Malacca in the fifteenth century A.D. The Ptolemaic geography of the second century A.D. makes no mention of Kedah, although it gives us the names of two ports in the Golden Chersonese, Takkola (Trang) in the north and Sabana (Klang) in the south. It appears, however, that soon after this, the traders realized the greater advantages of the hitherto insignificant harbor of Kedah, and that's why from the third century onwards it figures prominently first in Indian and then in Chinese and Arab sources. The famous Tamil poem of the second and third century A.D. speaks of regular trade between Kalagam (Kedah ?) and the ancient southern port of India.

Kedah appears again as Kidaram, Kadaram, and Kataha in the Chola inscriptions of the eleventh century. In the Chinese works, Kedah first figures in the writings of the Buddhist pilgrim I-tsing who refers to it as Chieh-ch'a. He visited the Kingdom himself in A.D. 671: The course of the voyage described by I-tsing makes it clear that by Chieh-ch'a he meant the entrepot of Kedah on the west coast of Malaya.

The consensus of opinion also identifies Ko-lo with Kedah, the Chieh-ch'a of I-tsing (which, however, he mentions as a separate island) and Kalah of the Arabs. Chia-tan clearly places it on the west coast of Malaya. In addition to having a good harbor, Kedah had a fertile land that provided food for its vast population. There was also access to Ligor on the east coast, although this short cut to avoid a sea journey was not the greatest attraction for traders, who could have used an even shorter route by landing at Takua Pa farther north. Kedah's River Muda, connected with the Merbok, provided a most valuable means of communication down which were carried most of the Kingdom's exports. Kedah was famous for its tin, if we identify the Kalah of the Arabs with Kedah. "No other kind (of swords) in the whole world are better than those of this Kala'i". Many Arab writers all speak of the good tin that Kedah produced. Bamboo "exported all over the world" is also often mentioned as growing in Kalah. Kedah was also the centre of the trade in aloes, champor, sandal, ebony, brazil-wood, logwood, ivory and spices of all kinds.

Some description of the city and its people is obtained from Chinese and Arab sources. The New T'ang History tells us that the city walls were built of stone, while pavilions, the palace and other buildings were thatched with straw. The Kingdom was divided into twenty-four districts. It supplied a large army consisting of infantry and an elephant corps. The weapons of war were bows, arrows, swords, and lances; an armour of leather was used. Silver was in circulation and was the mode of paying taxes. Cows were the favourite domestic animal, while ponies were also

reared. Cotton was used for garments. Only high officials were allowed to tie up their hair and wrap scarves round their heads. The King's name was Mi-si-po-ra, his family name Sri-po-ra. The Arab chroniclers described Kalah. In the words of Sir Roland Braddell, "The earliest periods in the ancient history of the Malay Peninsula and the Straits of Malacca can only be visualized as a part of the general history of South-Eastern Asia and so of Greater India."

Ancient Malaya should be spoken of in terms of the Malay Peninsula, a geographical entity in contrast with modern Malaya, a political entity. Like other countries, her history is closely connected with that of her neighbours, Thailand in the north and Indonesia in the South. Earliest Chinese sources also bear testimony to the greater development of northern Malaya.

Langkasuka is another ancient kingdom of Malaya, which figures several times in the Chinese annals and is also mentioned in Indian, Arab, Javanese, Malay and possibly European records. Langkasuka sent embassies to China in A.D. 515, 523, 531 and 568. The first envoys from Lang-ya-hsiu stated that, according to the tradition of their kingdom, it had been founded four hundred years before. If the statement be correct, the beginnings of Langkasuka may be traced back to early second century A.D. I-tsing, who left his country for India by sea in A.D. 671-2, gives us the itinerary of some of the pilgrims who used Langkasuka as a halting place on their way to India. "Three pilgrims sailed from a small port near Canton passed Funan and reached the country of Lang-chia. The king of Lang-chia-shu treated them well". Both the name forms stand for Langkasuka.

Cheng Ho (Zheng He), the eunuch admiral, made seven voyages to the West between 1403 and 1433. His collection map depicts the north-east coast of Malaya, Lang-his-chia (Langkasuka) is placed to the south of Singora. Its southern boundary appears to be at the Patani River.

An equally late Arab work (A.D. 1511) places Langkasuka between Kelantan and Singora in the vicinity of Patani. The Tanjore temple prasati recording the exploits of Rajendra Chola I who invaded Sri Vijaya, also appears to place Langkasuka (Ilangasokam) somewhere in the north of the peninsula, since it groups it with Tambralinga and Takkola.

The Kedah Annals stand alone in their claim that Langkasuka was a west coast state. It appears that a late annalist was giving written form to current legends and oral history. A fortress with a palace and hall built by Raja Marong Mahawangsa in Kedah is called Langkasuka. It is stated that the king's son mounted an elephant and with his party set off towards the rising sun [east]. After crossing a vast forest they came to a plain. The king's son crossed several hills and mountains. When he had almost reached the sea he came upon a great river flowing into the sea. On that plain he stopped. The princess consort said, "Go back to Kedah, to my royal father, and tell him that this is the country called Patani". The memory of the ancient state of Langkasuka that lasted for a millenien and a half persists in Malay folk-lore. The Patani peasantry remembers it as the spirit land of Lakwan Suka, while the Kedah Malays believe that Alang-ka-suka was ruled over by the fairy princess Sadong who never married. A rivulet flowing into the upper Perak was known as Langkasuka until the beginning of this century and is shown as such on a manuscript map in the Taiping Museum in Perak.

# Our Chairman



***Dato' Paduka Mukhriz bin Tun Dr. Mahathir***

Dato' Paduka Mukhriz bin Tun Dr. Mahathir (born November 1964) is a Malaysian politician who has been Menteri Besar (Chief Minister) of the State of Kedah since 2013. Previously he served in the government of Malaysia as Deputy Minister of International Trade and Industry from 2009 to 2013. He is the son of Mahathir Mohamad, who was the 4th Prime Minister of Malaysia from 1981 to 2003.

Mukhriz has held various posts in several business firms, which include Opcom Holdings, Kosmo Tech as well as the Malaysian Franchise Association. He is also the executive director of Perdana Peace Global Organisation.

In the 2013 election, Mukhriz gave up his seat in federal parliament to contest the Kedah State Assembly seat of Ayer Hitam. Mukhriz was sworn in as Chief Minister on 6 May, the day after the election, in the presence of his father. Right after that, he became the Chairman of The Board of Kolej Universiti Insaniah and International Insaniah Foundation (IIF).

Mukhriz is married to Datin Paduka Norzieta Zakaria, and has four children. He is currently serving as Chairman of the Board of Directors of Malaysian Cancer Vaccine company, Bioven.

# Message from The Rector/CEO



**Professor Datuk Mohd Yusof Kasim**

I am indeed very grateful to Almighty Allah and to OIC Today for giving me a rare honour to scribe a humble piece of message in our special publication in conjunction with convocation fiesta.

I assumed the post of Rector cum C.E.O of Insaniah University College (KUIN) in September, 2013 carrying with me a gigantic task of transforming KUIN into a 5-star Islamic-based university of a world class. This is indeed the aspiration of His Excellency my Chairman of the Board, Dato' Paduka Mukhriz bin Tun Mahathir to whom I am most grateful for his trust and all the support accorded upon me in carrying out my duties at KUIN. KUIN today has its own market niche in both Islamic and conventional programmes and has tremendous potential to excel in its other core competencies. I am confident that the transformation programme being undertaken will strengthen KUIN's capability to offer quality higher education to all, including to some of the 1.5 billion Muslims in the 56 O.I.C/I.D.B. member countries. We already have, as a matter of fact, an ongoing Masters' Programme in Islamic Banking and Finance conducted in collaboration with IRTI/IDB which has captured the hearts of students from 8 countries around the globe.

I have a strong opinion that, KUIN needs to migrate from a heavy reliance on the State Government of Kedah in its financing, to a financially sustainable state-owned private university within the next 2 years. In fact, speaking of financial sustainability, KUIN should develop its financial strength that will eventually be capable of contributing back to the state government, the owner of KUIN. For this I am working on 10 strategic thrusts, and most critical of all is good governance. I am also working towards doubling

the students' enrolment (to 15,000) within these 5 years in an effort to optimize the utilization of our beautiful campus space in Kuala Ketil. I also need to invest in people, both academicians and support staff and to consciously shift their old paradigm to reflect the new culture of transformation. Students' welfare and academics quality are of utmost important to me and in order to offer excellent services I have identified numerous new sources of revenue apart from the conventional tuition fees which will eventually strengthen our financial capabilities. Above all I am now working very hard with my team to strengthen the image of the university in the eyes of its stakeholders and the world.

The distinctive emphasis of my transformation model is of course "transforming the people" for human transformation, to my mind, is both a means and ends of "real" transformation. I need to get the "buy-in" from all my staff and to work together with all of them as a strong and united team. For this I planned to combine the 5 components of my strategic approach which consist of productivity, equal opportunity (to contribute), sustainability, empowerment, and good governance.

Fundamentally, I must humbly admit that, my vision of KUIN's transformation has its roots in religion (din) and is governed by divine law (Shari'ah), ethics and morality (akhlaq). In a nutshell, I wish to see KUIN to be able to contribute towards building high quality human capital that is capable of transforming the O.I.C countries especially, into a successful knowledge-based economies at par with advanced countries of the world. May Allah bless us.

Thank you.

# KOLEJ UNIVERSITI INSANIAH Producing Excellent Human Capital

Written by the Rector of KUIN, Professor Datuk Mohd Yusof Kasim

Kolej Universiti Insaniah (KUIN), is wholly-owned and managed by the state government of Kedah. It operates from two campuses, one in Alor Setar and the other one is the newly completed state-of-art campus in Kuala Ketil. Its main objective, in line with its establishment is to become the premier university college geared towards industrial excellence and academic distinction.

KUIN is a dynamic, young university college which offers programmes at the undergraduate and postgraduate levels. It has nine different faculties (known as Kulliyah) and complemented by two centres. They are- Kulliyah of Arabic Language Studies, Kulliyah of Usuluddin, Kulliyah of Syariah and Law, Kulliyah of Multimedia and Creativity, Kulliyah of Muamalat, Kulliyah of Al-Quran Studies, Kulliyah of Technology and Science Information, Kulliyah of Engineering and Technology, Kulliyah of Medical and Health Sciences. The centres are- Centre of Foundation Studies and Centre of Postgraduate Studies. Currently, the university college offers programmes ranging from certificate, diploma, bachelor, master's and PhD – focusing on leading edge and multi-disciplinary research in areas of direct relevance to the national global economies, particularly in ICT, engineering and technology, apart from its core programme in Islamic studies. All the courses are accredited by the MQA.

According to its Rector and Chief Executive Officer, Professor Datuk Mohd Yusof Kasim, the accreditation is testimony of the college university's high standard and quality education. "This is the greatest achievement for the university college, its faculty members and most importantly the students. Our programmes have been designed to equip graduates for a broad range of careers in the industry, much sought after by employers today. In short, our courses provide a balance of theoretical knowledge and practical skills," he said.

## Dynamic Private University College

KUIN is known for the quality and distinctiveness of its teaching and learning process. It is also one of the country's most dynamic private university colleges. It has designed and developed world – leading undergraduates courses in relevant areas and many cutting-edge subjects. It is developing unique strengths in specialized areas of research relevant to knowledge industries with Islamic perspective in mind," Professor Datuk Mohd Yusof added.

The programmes at KUIN are designed to allow students to review their knowledge of subject areas and develop strategic thinking, apart from helping them to build abilities in identifying and analyzing issues and foster skills in solving various work-related problems. "In other words, it provides learning opportunities which introduce, develop and reinforce academic and occupational knowledge, skills and attitudes required for job acquisition, retention and advancement. On completion of the programmes, students are prepared for employment in their respective fields. As such, the excellent achievements of our students reflect the commitment and high standards of a dedicated, experienced teaching staff and the innovative teaching methods.

"It promises students a learning environment complemented by experienced and capable academic staff, curriculum and teaching approach tailored to industry



The Honourable Rector standing in front of the proposed Masjid in Kuala Ketil Campus, scheduled to be ready by end of 2014.

needs. The formula for the university college's success is simple: excellent academic programmes which are constantly reviewed and updated to cater to challenges of the new era," he reiterated. According to him, school-leavers can enrol for various diploma and degree programmes offered by the college university while working adults can opt for the master's or PhD degree of their choice. With over 48 courses/ programmes to choose from, KUIN is making its presence felt by being one of the leading private education providers in Malaysia. With a student count of over 6000 enrolled for its courses currently and complemented by 240 academic staff, it has established itself as being a leader in the respective fields of private higher education in Malaysia. "The college university always ensures that standards are maintained. We know exactly what skills are in demand in the industry, so students can acquire career-oriented knowledge.

"In addition, our two campuses are strategically located in the modern and well-planned township of Alor Setar and Kuala Ketil, thus making it an ideal environment for a private institution and well-supported in terms of infrastructure. The newly completed Kuala Ketil campus is expected to increase students population to 12,000. And in line with that, more courses will be offered apart from state-of-the-art facilities, which will no doubt enhance our competitiveness," he said. Academic programmes at KUIN are designed based on several factors. These include the relevance of programmes to the country and type of human resource required, how marketable the programmes are in light of current and future developments, and how functional the programmes are. With the expanding number of university-educated job seekers, it is only rational that potential employers choose the best. The best means a well rounded excellence: high intellectual prowess, good mastery of the working skill such as communication skills, management ability, teamwork, and social skill. Responding to the above mentioned conditions, KUIN has produced an undergraduate curriculum that is relevant to market needs.



The training at KUIN may not be producing individuals who would be a perfect fit for all jobs because that is not the goal of university training, but the undergraduate curriculum will mould individuals into knowledgeable, competent, versatile, co-operative and confident players in industry and society. In other words, KUIN's student profile shows a person who is highly knowledgeable in his field and one or more other fields of interest to him. He is a team player who is competent and confident in his ability to address problems at work and in life.

At postgraduate level, KUIN plans to offer more programmes soon. The objectives of these programmes are to prepare students for careers in management and leadership in both the public and private sectors. For example, students gain fundamental management knowledge and skills and learn how to successfully apply advanced tools and techniques in intelligent decision-making in various organisational settings. It is also designed to provide graduate students at KUIN with a good foundation to be effective managers and apply skills in the respective industries.

## Professionalism

Kuin's focus on professionalism and a learning environment, availability of comprehensive facilities and current ICT hardware and software, extensive library resources and professional staff help equip KUIN graduates with the best training and skills possible. KUIN graduates are ready to make an immediate and significant contribution to the actual working environment. KUIN also offers its students a wide range of extra-curricular activities. These are opportunities for students to be all-rounded individuals and to build leadership qualities. Activities are planned throughout the year such as career talks, industrial visits, team building programmes and many others. As one of the important steps in guiding students towards success, KUIN aids students in their career opportunities. Internship are arranged with relevant renowned organizations for students

who are interested in further developing their knowledge and experience in their respective fields.

To realize this objective of preparing students to be effective professionals, it has become necessary to add a component in the curriculum that supplements the 'classroom' experience. Within this component, industry players who are respected academicians and industry experts take centre stage and students are exposed to real world case studies, encouraged to debate current issues to ensure that a student's learning is industry-related and current.

At the same time, those with tertiary qualification should not feel that they should only work in the fields of their specialization. For example, those with technical training should not feel that they should only work as engineers or scientists. University education is not solely aimed at equipping the graduates with academic knowledge but to train them how to think themselves and to make their own decisions on any issue. Those with professional training therefore should not feel that they must work in their specialized fields as they can always go into other jobs not directly related to their degrees. It also enables a thorough understanding of the respective areas.

## Aspiration

Moving forward, KUIN aspires to become a world-class university which offers higher education with distinctive features to people of all ages and from varied background. "We believe that we can become a significant contributor and a major player in the development of a knowledge-based society. It is through education via knowledge and skills acquisition that the people can progress ahead economically and thus achieving stability and social justice. It is not only in line with the university's philosophy of providing continuous or lifelong learning to society, but also in tandem with the government's Vision 2020 where knowledge is the forefront in a knowledge-driven economy," Professor Datuk Mohd Yusof concluded.



### KOLEJ UNIVERSITI INSANIAH (KUIN)

#### Mergong Campus

Lebuhraya Sultanah Bahiyah, 05350 Alor Setar, Kedah Darul Aman, MALAYSIA.  
Tel: 604 - 7320 163 Fax: 604 - 7320 164

#### Kuala Ketil Campus

09300 Kuala Ketil, Kedah Darul Aman, MALAYSIA.  
Tel: 604 - 4155 000

Website: [insaniah.edu.my](http://insaniah.edu.my)



## Events in Conjunction with The

DATE	TIME
Thursday 9-Jan-14	10.00 am - 6.00 pm 6.00 pm 3.00 pm - 6.00pm 10.00 am - 10.00 pm 9.00 am -10.00 pm
Friday 10-Jan-14	10.00 am -12 noon 12.30 noon 3.00 pm - 6.00 pm 6.00 pm 10.00 am - 6.00 pm 10.00 am -10.00 pm 9.00 pm -10.00 pm
Saturday 11-Jan-14	10.00 am - 6.00 pm 10.00 am -10.00 pm 2.00 pm -6.00 pm 6.30 pm 9.00 am -10.00 pm
Sunday 12-Jan-14	10.00 am - 6.00 pm 10.00 am -10.00 pm 9.00 am - 6.00 pm 9.00 am-6.00 pm 5.00 pm -10.00 pm
Monday 13-Jan-14	10.00 am -6.00 pm 10.00 am - 6.00 pm 9.00 am - 6.00 pm 6.30 pm

## 'Malam Cinta Rasul Insaniah Dato' Paduka Mukhriz Mahathir

DATE	TIME
Thursday 9-Jan-14	9.00 pm – 9.15 pm 9.15 pm – 9.30 pm 9.45 pm – 10.00 pm

# 15th Convocation Fiesta 2014

## PROGRAM

Soccer Competition for the Disabled  
\* Prize Giving

Performance of School Band

Sales and Exhibition Carnival

Selawat Night

Cooking Competition "Chef Kampung"  
\* Prize Giving

Tissue Flower Arrangement Contest  
\* Prize Giving

Exhibition

Sales Carnival

Talk on Islam

Exhibition

Sales Carnival

Fishing Competition 'Mini Joran'  
\* Prize Giving

Presentation by Guest Artists

Exhibition

Sales Carnival

Kayak Festival (relay)

7 a-side Football Competition

Auto Show

Sales Carnival

Exhibition

Kayak Festival (finals)  
\* Prize Giving

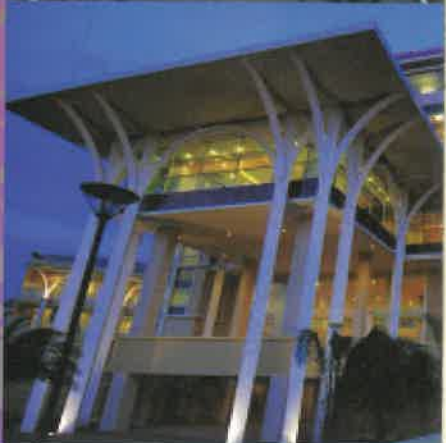
'Selawat' (will be officiated by  
Menteri Besar Kedah Darul Aman)

## PROGRAM

Group Recitation of Holy Quran

Praise to Prophet Muhammad S.A.W

Dinner



## How Insaniah Can Play a Pivotal Role in The Development of Baling, Kuala Muda's Developing Areas and Kulim's Underlying Areas (KBK)



A prescription on top for KBK from Insaniah as an added impetus for growth and solid development.

Academia can help change landscape. When Tun Mahathir chose UUM to be near Sintok, it inspired the entire north of Kedah and also made an added emphasis to the inspiring Perlis to gain a momentum. Similarly, the positioning of Insaniah near KBK, will make same emphasis in developing and assisting the region to transgress to the developed phase sooner than later. In a personal view, there are ten solid benefits that will ensure the linkages between and the role of academia and industries in the area that can play a solid hand in hand development and achievement in the years to come.

The new young MB of Kedah, YAB Dato' Paduka Mukhriz bin Tun Dr. Mahathir, as a high dreamer and achiever can further ensure and guide the linkages to a higher state and make this bondage to assist beyond the reaches of IMT GT and help solve the vision that can be possibly achieved even sooner, like Perlis and make a head through for others to follow. The academia can assist the locality in inspiring the notion on civility and ability, and making a tremendous change to the entire development of the vast area and the inner enclave of Kedah to be vibrant and a centre of growth for the whole of the nation. This can be achieved if the academia, students and industries work together for a definite goal of changing the landscape to make it an area of change and progress. And it is possible, and only through proper cooperation and orientation.

The area is rich in numerous ways. The tourism possibilities, the growth in agriculture and related industries, hi tech ambitions, cooperation and implementations, and learning from the experience of Johor in becoming a feeder enclave, similarly KBK enclave can play even a better role in developing the investment possibilities and tie-ups with newer partners and untouched territories and boundaries in the development of newer marketing potentials and possibilities. The possibility of multimedia marketing, creating a centre for Islamic finance and making a centre for Islamic marketing and the second hi-tech super- corridor beyond Putrajaya are few possibilities.

The right cultural mix, heritage, and understanding make this area even richer than can one see just by visiting. The long traditions of bondage amongst races make this area a region of definitive development. Making this development through a craftsman corridor will make eco-tourism a definite sell to the rest of the world. But this tourism goal can only be inspired through ensuring Kedah be a cleanest and healthiest state in the country. And that can be achieved if all the communities work hard, and hand in hand to achieve it. What stops Kedah to lead and show the way to be a clean, healthy and developing fast region, what stops her to lag behind? An inspiration is long overdue. Therefore, the new impetus and charge by our new and younger MB will make the locals see the light and proceed to the desired destination. The development can be achieved if the poor and the needy get the hope, desire, way out and way forward to make it happen.

Here the state authority, along with academia, and the industries can play a proactive and definitive role to make the change effort to the very best of their ability. The Kedahans must come forward to assist the development and enhance the knowledge base to make the needy ones make their dream come true and achieve a sounding victory. The knowhow's and knowledge ones must be invited to initiate a project and make it implemented. The foreign direct investment must be lured to the extreme and given solid footing to make it a real success.

But first we need mature and caring attitude towards the learned scholars and investors. That will ensure a long way to move forward. Last but not least, the concern and support for environment and education will make this success remain a truly achieved victory for a lasting one. Because without understanding these two indices, it will be a short term attainment, not a long term oriented strategy to begin with.

M Ashraf Al Haq  
International Insaniah Foundation, Kedah DA

# Understanding and Appreciating The Beauty of Insaniah

**And draw them all along, and flow  
To join the brimming river,  
For men may come and men may go,  
But I go on for ever.**

Dear readers,

While understanding the beauty of Insaniah in Kuala Ketil, Kedah DA, I was recollecting these few lines from *The Brook*, a poem by Lord Alfred Tennyson. Insaniah is not only a university, but more as a community, where one can explore the beauty of mankind. A true lovely mankind that we all dreamt all along, and the true meaning of Insaniah.

In this enhanced community, you will find enormous energy and experience to share, to explore, to design and appreciate different cultures, wisdoms, and knowhow, that to be shared and comprehended. Luckily, I have studied, worked, associated with many different universities around the globe, as well as in Malaysia, for the last 30 years, but nowhere, I have seen the intimacy, the affection, the love for helping the community as well as the humanity as I see that is right here in Insaniah. Let me share with you my experiences, so that the reader might be able to judge for him or herself.

Insaniah has a marvelous plan to assist Muslims in minority areas. Now, one should keep in mind before understanding that Insaniah is actually a very new university, as it was just a humble little Islamic school when it started few years back. Now being an infant if it wants to assist Muslims in minority areas, it sounds ambitious. But being at Insaniah, one will easily understand the philosophy of being at Insaniah, means humanity, and that is the ultimate desire to be in a place where, humans are respected, irrespective of where they come from and or where ever they go, but in their heart there is always the Zikir of Allah Subhanahuwatala and the love for Rasulullah (peace be upon Him) and hence for the Muslim Ummah, there lies the real beauty of Global University Insaniah.

The students of Insaniah need to memorize a bigger part of the Quran, as it is emphasized in the curriculum. This helps the students to spend a considerable time to spend reading, understanding and appreciating the holy book at their spare time available, whether they are becoming medical doctors, electrical or electronic engineers, or a business magnet, they have to be in constant touch with the love for Quran and Sunnah, and hence he or she will have very little time for any wrong thinking or understanding or imagine any wrong deeds, as spare time remained is little, after the studies and Zikir of Allah. Hence the day becomes very blessed for that particular student.

You will see that students spend most of their time in studies or in recitation of Quran and Hadith, and in wise discussions among themselves. This is a very healthy trend to start with, as it will lead one to be a role model in the society.

As the students spend their time in good deeds, their attire automatically conforms to Islamic norms and values at all times. Their eating habit improves as they wake up early in the morning to be able to lead the morning prayers, and start the day as fresh as they can, and it helps them to make their day - full of learning, sharing and appreciating the philosophy of Insaniah Wahidah, i.e. humanity is one, united, and this humanity must be respected at all times.



Since the students learn, understand and appreciate the complexities of human life, they tend to have more understanding about the values of respect, inspiration and the techniques to be patient in critical time and help a person in time of need and in deed. I have been to Islamic environments, universities in many countries, but the atmosphere at Insaniah conforms to a superior atmosphere in my findings.

The courteousness, the politeness, the vibes that one gets, are truly conforming to a higher degree of an Islamic model, where one can learn with dignity, explore the wisdom, and assist the Ummah to a very high extent. It can be easily called the Azhar of the East, not because it started as a offshoot of Azhar in the first place, or there are a number of intellectuals from that old Azhar University, but its serenity, its top to bottom approach is based on excellence in understanding the Madinatic Model, and appreciating that model at all time, where moderation and integration of societal understanding is more than the necessary component in a human's life.

As there are different disciplines available at Insaniah, it helps students and academia to understand the methodological changes and the epistemological differences, which exists and help, to share the greater understandings in comprehending the societal needs and aspirations. An institute remains distinguished for its values and creativity. The distinguishing features at Insaniah includes, diverse aspirations and listening to all approach, enhanced welfare and creative development, and above all, to remain as international as possible to sustain the pressures of competitiveness in the era of knowledge based economy and instantaneous value appreciation in the modern educational environment.

Insaniah will undoubtedly excel in the very short to long term goals, as the vision is quite unique and the mission is none other than to enhance the human factor. In January 2013, His Royal Majesty The King of Malaysia Yang Dipertuan Agong, graced the opening of the new campus at Kuala Ketil along with Her Majesty The Queen, Raja Permaisuri Agong, Tuanku Sultanah Hajah Haminah, and Her Royal Highness The Princess (who is also an ardent supporter of Insaniah's development, and has an honorary doctorate from Insaniah).

This great event will mark a new era for the growth of the vicinity, and to make people remember Insaniah as the centre of great educational excellence, and as a distinguished Azhar of the Modern East. Hopefully your experience and exploration will contribute to more light than mine, and please discover this magnificent university, by being a legendary scholar at Insaniah, or as a notable student and with a request - please craft the university even higher, in the days to come.

M Ashraf Al Haq  
International Insaniah Foundation, Kedah DA

# The True Well Wishers of Insaniah University College



**YTM Dato' Seri Utama  
Tan Sri Tunku Annuar Ibni Almarhum  
Sultan Badlishah  
Our Pro Chancellor I**



**YTM Tunku Panglima Besar Kedah  
Brigader Jeneral Tunku Puteri Intan  
Shafinaz Binti Sultan Abdul  
Halim Mu'adzam Shah  
Recipient of our Honourary Doctorate**

## Our Pro Chancellor II views on Kedah

### **Dato' Dr Affuddin Omar**

Dato Dr Affuddin Omar is very positive about insaniah's future. According to him Insaniah is the second Islamic University in the country after UIAM; though set up by Kedah state government with meagre resources, but the university was established to be one the foremost Islamic Institution that would help to actualise the goal of making Malaysia the hub of Islamic Finance and Islamic civilisation. This is to serve the Ummah as an alternative centre of gravity for Islam and the Muslims. He prefers to initiate discussion through the historical lane. According to him, Islam was first propagated in Kedah in peninsular Malaysia.

Kedah is the cradle of Malaya and Islamic civilisation in the Malay Archipelago. It was in 1136. The King adopted the title "Mudzafar Shah 1" and established the sultanate of Kedah. It is also believed that around the same time Mudzafar Shah 1 influenced the King of Pasir in Indonesia today to revert to Islam. The reversion of the two Kingdoms to Islam attracted a lot of trade and people from the Arab world and the Muslims of the Indian subcontinent into the Malay Archipelago.

The trade was facilitated because of the need for people to find alternative routes to the silk route which had become unsafe because of civil wars along the route. This led to the prominence of Palendang in Kedah and Pasir in present day Indonesia as an important entrepot for international trade in the region.

The first Sultan of Malacca who migrated from present day Indonesia caught fancy of the success of the two Sultanates and the prominence of the entrepot and sought to transform Malacca into an entrepot. He consulted the Sultan of Pasir who advised to adopt Islam and marry his daughter in order to achieve his dreams. He yielded to the Sultan's counsel and Malacca was transformed into a prosperous and prominent entrepot in South East Asia.

Malacca was also transformed into an Islamic centre of learning and propagation. Then came the incursion and the invasion of the Portuguese in 14th century. However, the incursion of the Portuguese had its advantage to the spread of Islam in the region because the invasion led to the dispersion of Arab and Muslim merchants of Indian subcontinent to other places in the Malay Archipelago. For example, this led to the reversion of the people of Java to Islam and interestingly in Java, the King after adopting Islam asked those that want to remain Hindu or Buddhist to voluntarily migrate to Bali which accounts for the existence of the old Malay Hindu / Buddhist tradition especially in areas around Bali.

We are very proud of his intelligent sharing and his commitment to make Insaniah a full fledged university soon. May his contributions help us to make Insaniah a best place for educational development in Kedah.



# Affin Impian Haji Savings Account-i - The First "SAVE & PROTECT" Shariah-based product for Muslims

Affin Islamic Bank Berhad (AFFIN ISLAMIC) launched a new Shariah based product that will enable Muslims to save for their future plans to perform Hajj in Mecca. Called the AFFIN Impian Haji Savings Account-i, this is a new structured savings plan that will come with Takaful protection.

AFFIN Impian Haji Savings Account-i is based on the Shariah concept of 'Mudharabah', where profit sharing ratios are predetermined and mutually agreed between the customer and the Bank at the onset of the investment.

This product was specially developed to address an increasing need for Muslim customers to be financially able to perform hajj in Mecca. This product is also packaged in collaboration with Syarikat Takaful Malaysia Berhad (STMB) to provide Takaful protection to the customer with coverage upon death or Total Permanent Disability (TPD), 'Badal Haji' (Upah Haji) and the provision of funeral benefits.

AFFIN Impian Haji Savings Account-i offers flexibility to the customers via a choice of three (3) types of savings plan with tenure of five (5), ten (10) or fifteen (15) years and a wide range of deposit amount which starts from as low as RM167 per month. With AFFIN Impian Haji Savings Account-i, Muslim customers can choose a savings plan that will best suit their budget and preferred timeframe. Savings via monthly deposit based on the chosen plan will ease the burden of a 1-time large lump-sum payment and will make it more affordable for the customers to fulfil their live-long dream of performing Hajj in Mecca.

"The introduction of AFFIN Impian Haji Savings Account-i is another example of AFFIN ISLAMIC's attention to cater to the needs of all Muslim customers. This is an innovative Shariah based product that brings value to customers," says En Kamarul Ariffin Mohd Jamil, Chief Executive Officer of AFFIN ISLAMIC.

"By offering several savings plans, we also want to ensure that the Bank's Islamic products and services are relevant and meet the needs of Muslim customers of all segments. AFFIN ISLAMIC constantly strives to understand the Muslim banking community better while assessing emerging market opportunities so as to balance the supply versus the demand," adds En Kamarul.

With the "save and protect" feature, AFFIN Impian Haji Savings Account-i offers comprehensive benefits. Monthly deposit to the account will enjoy attractive profit payout, whilst customers will also be protected with Takaful protection plan of RM30 000, RM40 000 or RM50 000, depending on the package and tenure selected.

"AFFIN Impian Haji Savings Account-i is our new Shariah based product and the first of its kind in Malaysia that offers savings with Takaful protection. We believe this latest product will provide our Muslim customers with a convenient and disciplined way to save, while giving them the added assurance that their savings are protected. But ultimately, we are pleased that this product will help the customers to plan for the future, and they will eventually be financially able to achieve their Hajj dreams," adds En Kamarul. AFFIN Impian Haji Savings Account-i is available at all AFFIN ISLAMIC and AFFINBANK branches.

**AFFIN ISLAMIC**

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**SAVE & fulfil your dream**

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# Our Friends at IIF, and many more names to come soon



IIF initiative on Fiesta Convocation and fund raising arrangement 2014.

We at IIF took the opportunity to assist the Fiesta arrangements very enthusiastically. Since late October, when we got the green signal from our Chancellor's chambers, that our long overdue 15th convocation will be at our beloved Kuala Ketil campus, we took further initiative that if we could channel a last minute fiesta arrangement to make the students and the locals become acquainted, and let the businesses assist the initiative and through this effort as we at IIF can create a substantive fund generation for the needy students to be helped at their hour of need. We worked tirelessly day and night, 7 days a week and here we are. It was a rough journey, but worth mentioning.

We met nearly all the CEOs of big corporate bodies, and banks, and media channels, to shore support for Insaniah and IIF, and thankfully, all had said, yes, we are fully after you. The most exciting was, OIC International Business centre, which publishes the OIC Today, showed huge support, and helped us start until end. Further more the MBSB, Bank Islam, Emkays Properties, Qatar embassy, CIMB, to name a few, who, wants to do beyond. However, of-course we cannot list all the assistance that we received, from different companies, bodies, and organizations, but their support will make us to go a long way in shaping the future of IIF and Insaniah.

We have listed some of these companies in our Friends of Insaniah and IIF whom most of them have assured us continuous support and up-liftment of insaniah and education.

## Message from the Publisher **Dato Dr. Raja Mohammad Abdullah** **CEO, OIC International Business Centre**

I am enormously pleased to share with INSANIAH graduates their convocation delight at graduation of KOLEJ UNIVERSITI INSANIAH but it is not the end - it's the beginning! Anything is possible when you just believe in Allah and in yourself. Step into future with a prayer in your heart and you'll soon reap the fruits of your efforts and hard work!

Education landscapes in the Islamic world are changing, faster in some of its countries than in others. The new educational landscapes are being shaped, colored and influenced by many factors, especially the political, cultural, technology, economic, and financial factors, both local and global. These offer both opportunities and challenges to the Muslim nations to effectively address their contemporary and future needs in higher education.

In this age of technology and globalization, it is expected that sustainable economic development needs to be based on intelligent and sensible use of existing resources and intellectual capital. Knowledge-based sustainable development requires excellence in higher education and proficiency in scientific, technological and social science disciplines that strengthen the economic development.

In view of the fact that the Muslim world needs effective and efficient means to educate and address the Muslims about the importance of education, consequently the role of academic institutions like KOLEJ UNIVERSITI INSANIAH serves not merely for excellence in the academic sense but also for the development of balanced integrated personalities ready to face challenges of the 21st century. Concurrently, this institution plays a vital role of education in the Muslim world in conjunction with the effort to realize the vision of achieving the renaissance that Muslims once had.

It is clear that the Muslim countries are well-endowed with resources needed for economic growth – in areas of agriculture, energy, mining, arable land and other natural resources. We need to capitalize on these strengths in order to spur growth of the current emerging economies. Nevertheless, nothing can be achieved without adequate capital. Effective capital deployment is required to encourage growth and productivity in support to the development of Muslim Ummah. The human capital is one of the most important capitals of any nation. We need to strengthen our efforts in human resource development especially in education and training which are considered still far from satisfactory. No Muslim country can aspire to be a leader in any field without investing in education. We have seen nations especially among the Islamic countries, having abundance of natural resources but lagging behind in its economic development due to the lack of intelligent and skilled human capital.

KOLEJ UNIVERSITI INSANIAH graduates... I wish to congratulate you on your graduation success! May Allah's graces be with you as you step ahead towards your dreams.

Wassalam







Ambassador of Qatar, in Kuala Lumpur,  
our dedicated Hero for IIF



Datuk Abdul Azeez Abdul Rahim,  
Chairman Lambaga Tabung Haji



PNB President & CEO Tan Sri Dato'  
Sri Hamad Kama Piah Che Othman.



EMKAY Group Founder, Tan Sri  
Datuk (Dr) Haji Mustapha Kamal



Takaful Malaysia Grou  
Manging Director  
Dato' Mohd Hassan Kamil



Badlisyah Abdul Ghani  
CEO, CIMB Islamic Bank



The High Commismin of Pakistan,  
Kuala Lumpur



Dr Amat Taap Manshor, CEO,  
Finance Accreditation Agency



CEO, Etiqa Insurance & Takaful  
CEO, Etiqa  
Insurance Berhad Kamaludin Ahmad



Tan Sri Dato' Seri Shahril bin  
Shamsuddin, as President & CEO  
of SapuraKencana



YBhg Tan Sri Abdul Halim Ali  
Chairman MDeC & MBSB



Dato' Sri Zukri Samat,  
Managing Director Bank Islam



MDeC CEO, Datuk Badlisham  
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Rafe Haneef, CEO, HSBC  
Amanah Malaysia



CEO Affin Islamic Bank  
Kamarul Ariffin Mohd Jamil



YM Raja Teh Maimunah  
Raja Abd Aziz CEO  
Hong Leong Islamic Bank



Dato' Wan Mohd Fadzmi Wan  
Othman CEO of Agro bank



Dato Seri Barkath Ali, CEO of  
Kumpulan Barkath.



Datuk Mustafha Abd Razak,  
Managing Director of Bank Rakyat



Dato Siti Nurhaliza , CEO  
Dato Siti Nurhaliza Productions.



Syed Hisham Bin Syed Wazir  
CEO of UMW Corp.



Najwa Latif

# Acknowledgment

## Thanking all for the kind and generous support



The Convocation Fiesta, 9 January 2014 to 13th January 2014.

The Convocation will be graced by the presence of the Honorable Chancellor, The Yang Dipertuan Agong of Malaysia. The Chairman of the Insaniah's Board, the Most Honorable MB of Kedah, Dato' Mukhriz Bin Tun Mahathir, will also be present to make the whole occasion a truly significant one. In line with the objective, we at International Insaniah Foundation (IIF), took the lead to assist the Fiesta organizers as well the univeristy, to make this entire event a truly momentous and memorable one, and will ensure all the supporters of the event to enjoy to their fullest level in rendering their committed support, assistance, and relentless help, as our goal is to ensure that all the visitors, will remember this occasion for a very long time.

We thank all who contributed in whatever form and still contribute for the smooth running of this very Grand Fiesta, as well as, seeking your kindest support for the generation of endowment fund for the IIF, whose main goal is to assist the University in ensuring a healthy and sound growth in the quality education sector, and assist the needy students who might seek assistance in the hours of their need. We believe, poverty should never be an obstacle in seeking knowledge, at least in the 21st century Malaysia.

Your kindest commitment towards the Corporate Social Responsibility (CSR) will ensure a healthy and long term bondage between the university and the corporate world, and in turn will assist the tripartite development, that is, (i) the area of Kulim, Baling and Kuala Muda, (ii) the university and (iii) the business world, in turn will make the vicinity into a educated industry supported growth centre for the nation.

Your kind and considerate assistance, will not go unnoticed by the Royal office, or the Chairman's office, and many such help will be subjected to tax exemption, if needs be.

Thank you again and please suggest to us further how to grace or magnify such events in future as you might deem more fit or appropriate.

**pesta**  
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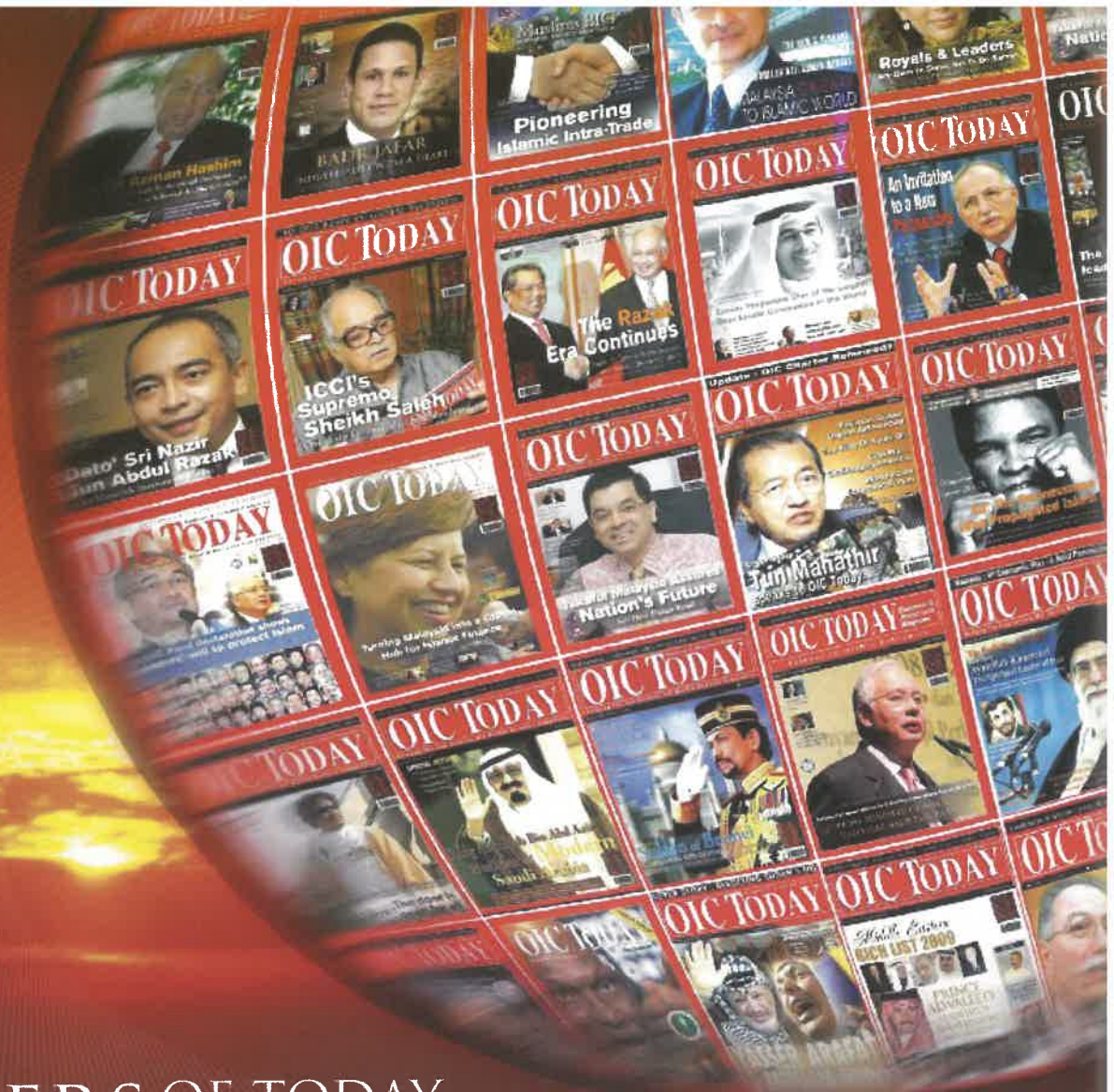
**AKTIVITI-AKTIVITI MENARIK**

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- \*Karnival Jualan
- \*Pertandingan Memasak Chef Kampung
- \*Pertandingan Cubahan Bunga Tisu-Tisu Premier
- \*Forum Agama
- \*Pertandingan Memancing 'Mini Joran'
- \*Persembahan Artis Jemputan
- \*Pertandingan Marathon Kayak 'Festival Kayak KUIN'
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