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UTM SEBUAH UNIVERSITI



Issue #4 | Oct. 2024

# RISE

Catalysing Global Research Excellence

magazine

*Changing Lives*  
and **Empowering  
Humanities**

eISSN 2805-5683



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# Changing lives and empowering humanity through the transformative lens of food security and sustainability: **Experience in Bandung, Indonesia**



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Last year marked another pivotal milestone for me in the annals of academia. I had the profound honor of being invited by the Indonesia Agribusiness Association (AAI) as a keynote speaker at the esteemed Universitas Padjajaran (UNPAD) in Bandung, Indonesia. The occasion was the Conference on Innovation and Sustainable Agribusiness, a gathering of luminaries in the fields of agriculture, sustainability, and social impact. I was fully sponsored by UNPAD and the Indonesia Agribusiness Association (AAI) to the event which provided a platform for leaders to share their insights and inspire action towards a more food-secure and sustainable future.

As I stood before the rapt audience, my heart swelled with a sense of purpose. I have long been passionate about addressing the twin challenges of food security and sustainability. In my keynote address, I delved into the complexities of these issues, highlighting the urgent need for innovative solutions by integrating smart farming and promoting youth participation in agriculture. Smart farming technologies such as IoT, drones, and data analytics can optimize resource use, increase productivity, and reduce waste in agriculture. These technologies empower farmers to make informed decisions, monitor crops in real time, and adapt to changing environmental conditions. Smart farming not only improves efficiency but also contributes to the overall

sustainability of food production. Moreover, my keynote also highlighted the importance of youth participation in agriculture. Engaging young people in farming not only addresses the ageing farmer population but also brings new ideas, innovation, and energy to the sector. By providing training, resources, and support to young farmers, we can create a new generation of agricultural leaders who are committed to sustainable practices and social responsibility.



The response from the audience was both overwhelming and deeply gratifying. Students, researchers, and industry professionals alike engaged in lively discussions, eager to learn more and explore ways to contribute to this vital cause. The conference became a catalyst for meaningful connections and the forging of partnerships that would continue to bear fruit long after the event had ended.

Beyond the conference halls, I had the privilege to visit Kebun Anggur Kayinda in Bandung. This sprawling vineyard embraced the latest advancements in smart farming, transforming the traditional art of viticulture into a symphony of precision and efficiency. Apart from that, to my astonishment, I had the privilege of experiencing the unparalleled speed and comfort of the Kereta Cepat, a high-speed rail line connecting the Indonesian capital to the picturesque city of Bandung. My journey from Jakarta to Bandung and back to Jakarta was an unforgettable experience, filled with speed, comfort, and a profound appreciation of the high-speed rail with an operating speed of 350 km/h which only takes 46 minutes from Jakarta to Bandung.

The experience at Universitas Padjajaran was not merely an academic engagement but a profound affirmation of the power of human ingenuity and the unwavering spirit of those who strive to create a better future for all. It was an honor to contribute to this extraordinary community and to be part of a movement that is changing lives and empowering humanity through the transformative lens of food security and sustainability.



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Published by

**Unit of Research Communication & Visibility**

Department of Research & Innovation,  
Level 5, Bangunan Canseleri Tuanku Syed Sirajuddin,  
Universiti Teknologi MARA, 40450 Shah Alam, Selangor



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