

Celebrating the Innovation and Quality Month in UiTM, 2025

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Behind-the-scenes preparations for the launching day.

Universiti Teknologi MARA (UiTM) organises Innovation and Quality Month annually, hosted by a selected faculty across its various campuses nationwide. As the host of this year's event, the Faculty of Pharmacy collaborated with the Institute of Quality and Knowledge Advancement (InQKA) and UiTM Global (UG) in organising the programme.

Everyone contributed their best efforts, from brainstorming the theme for this year's event to getting all of us on the same page and reaching consensus, despite the hiccups we faced prior to the launching day.

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Though it had been a roller-coaster journey to ensure the launch of Innovation and Quality Month ran smoothly, we learnt a great deal from one another in producing high-quality materials for the event. Every decision was thoroughly discussed and agreed upon after considering all aspects raised by the various entities involved in the process.

We successfully launched the UiTM Innovation and Quality Month 2025 on 31 July 2025. The event began at 9:00 AM and was streamed live across the UiTM system via the official UiTM YouTube Channel. The selected theme, Creativity Explosion (Ledakan Kreativiti) served as the central focus to build momentum leading up to the main event, scheduled for 22 December 2025. In conjunction with the launch, a logo design competition was organised to showcase the creativity and design talent of UiTM members. The winning logo was selected to serve as the official visual identity of the celebration, reflecting the spirit of innovation, transformation, and sustainable quality at UiTM.

The ceremony began with a welcoming speech by the Dean of the Faculty of Pharmacy, YBhg. Professor Dato' Dr. Abu Bakar Abdul Majeed, who emphasised the importance of incorporating innovation and creativity into daily work practices. He encouraged this value to be embedded in the work culture and applied across teaching and learning, research, institutional management, and policy implementation. He also highlighted the need for collective thinking, collaboration across boundaries, and the courage to foster transformative creativity. Importantly, he stressed that every viewpoint matters and that diversity within the UiTM community should be embraced and celebrated.

As InQKA is the primary organiser of this event annually, Professor Dr. Haslinda Yusoff, Assistant Vice Chancellor of InQKA, delivered a speech highlighting creativity as a fundamental necessity in our work, especially in an increasingly challenging and rapidly changing world. She emphasised the importance of embracing the future with fresh ideas, finding innovative solutions, and having the courage to explore new horizons, while also reflecting on looking at past achievements for continuous improvement. She also stated that creativity should not be limited to research and product development, but should encompass the transformation of work processes, digitalisation, enhancement of service delivery systems, and the cultivation of a work culture that is efficient, responsive, and transparent. As the institute responsible for quality management, InQKA will continue to support such innovation efforts, which are seen as practical, realistic, and impactful in enhancing the quality of university governance.

The ceremony was officiated by the Vice Chancellor of UiTM, YBhg. Professor Datuk Ts. Dr. Shahrin bin Sahib. In his speech, he emphasised that the main objective of organising Innovation and Quality Month is to raise awareness among UiTM staff about the importance of being creative and innovative in the workplace. This element must be implemented and expanded across multiple dimensions to enhance productivity, improve client satisfaction, and strengthen stakeholder engagement. He explained that the theme '**Ledakan Kreativiti**' was chosen to catalyse out-of-the-box thinking, encourage the university community to explore new approaches, and challenge norms in the pursuit of creating meaningful new values. He also stressed that UiTM's systems and processes must position creativity as a core principle in all functions, including management, teaching, research, and talent development, rather than relying solely on the traditional methods.

Overall, the launch of UiTM Innovation and Quality Month 2025 was successfully conducted without any technical issues. We truly appreciate the participation of all faculty members who ensured the smooth execution of the event. This marks a significant first step towards the grand later this year. We hope that the spirit of collaboration, enthusiasm, and dedication from all involved will continue until the day of celebration. May this milestone commemorate the Faculty of Pharmacy's 25-year journey as a great faculty, and form part of our cherished memories as we move towards the golden anniversary.