

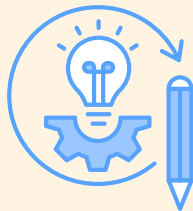
THE *3R* FRAMEWORK

To translate this vision into tangible action, the Faculty of Pharmacy introduced the 3R Framework, a strategic model consisting of Reimagine, Redesign, and Revolutionise. This framework serves not merely as a slogan, but as a structured guide for embedding creativity into all layers of the university's operations.



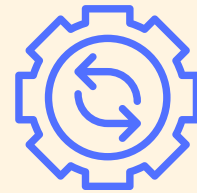
REIMAGINE

The first pillar, Reimagine, encourages the university community to critically reflect on current systems, environments, and resources. It challenges them to see possibilities where others may see limitations. As stated in the speech, "Reimagine means seeing again at the potential within our existing systems, environment and resources. This is where the inspiration begins by revisiting and rethinking on how we teach, organise, deliver services and our roles in community."



REDESIGN

The second element, Redesign, moves beyond ideation into execution. It is about redesigning procedures, policies, and structures in a way that is bold yet purposeful. "Once we have imagined something better, we must be courageous enough to reorganise procedures and implementation strategies to become more efficient, relevant, and impactful. This is the stage where boldness and initiative are put to the test. It is never easy to redesign, but it is essential for progress," the Vice Chancellor explained, adding that meaningful progress cannot be achieved through contentment.



REVOLUTIONISE

Finally, Revolutionise represents the stage of sustained and systemic change. It focuses on embedding creativity as an institutional habit that leads to lasting impact. As he articulated, "Revolutionise refers to a significant and lasting transformation. This is where true impact happens. When creativity is applied systematically and supported across the organisation, it becomes a catalyst for deep and widespread transformation. This is the level of change we aspire to, not just superficial innovation, but long-term, sustainable value for both the University and the wider community."

By adopting the 3R Framework as part of its operational philosophy, UiTM is empowering every individual whether in teaching, research, governance, or support services to become active contributors to creative advancement. "With Reimagine, Redesign, and Revolutionise as our foundation, every member of the university must make creativity part of their daily working culture," the Vice Chancellor affirmed.

In line with this direction, UiTM continues to demonstrate institutional commitment by providing technical support, funding, expertise, and recognition mechanisms to sustain innovation efforts. "The university will always support efforts to enhance innovation and quality among UiTM's members through technical support, funding, manpower, and appropriate expertise," he reiterated.

This commitment is further reflected in the upcoming Vice Chancellor's Award Ceremony, to be held in December 2025. This prestigious annual event is not merely ceremonial; it serves as UiTM's highest recognition for continuous effort, high commitment, and effective teamwork that contribute holistically to the university's excellence.

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In embracing "Ledakan Kreativiti", UiTM is not simply celebrating the spark of ideas. It is laying the foundation for a more resilient future where ideas evolve into impact. As the Vice Chancellor reminded the audience, "May this Innovation and Quality Month inspire the UiTM community to further grow and share your creative and innovative outcomes"

Indeed, UiTM believes that future national competitiveness will rely not only on technical expertise, but on the ability to think differently, act courageously, and innovate strategically. Through the collective will of its community, "Ledakan Kreativiti" will continue to resonate not only throughout this month, but in every deliberate step UiTM takes toward becoming a globally competitive and innovation-driven university.

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