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# Socio Environment Compendium

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**-SOCENTIUM-**  
*keeping you informed*

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# INTRODUCTION

The Socio Environment Compendium (SOCENTiUM) is a web magazine that will be published quarterly by the Faculty of Business & Management. SOCENTiUM will encompass a collection of articles that will provide its readers current information related to socio environment. SOCENTiUM will consist of interviews with prominent personalities, success stories of individuals or Industries, reviews on latest socio and environment issues taking place locally and globally, expert opinions on pertinent matters, and views by students on various socio-economic issues. Through our published materials, we aim at assisting the communities become more aware of socio environment.

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# UP CLOSE AND PERSONAL

with the Master himself

**EMERITUS PROFESSOR DATO' DR HASSAN SAID  
VICE CHANCELLOR OF UiTM**

*BY: SITI HALIJJAH SHARIFF & JS KESHMINDER, 19 JUN 2018*

## On how to Win PEOPLE and Lead UiTM to Greater Heights

Prior to his appointment as the Vice Chancellor of UiTM, Emeritus Professor Dato' Dr Hassan Said held several prominent positions both in the private and government sector. The vast experience that he has accumulated over the years, crafted his excellent leadership style. He is known to be a people centric person and a visionary leader. Since his appointment as the Vice Chancellor, UiTM is heading towards greater heights and he is being dearly loved by the staff and students. Completing his two years as the Vice Chancellor of UiTM, he talks about why people in UiTM are important and shares his input on Industrial Revolution 4.0.

**Dato' you are a proactive leader and a go-getter, what is your success mantra?**

For me personally, the recipe for success is PEOPLE. We can have excellent plans and strategies but to materialize them we need the right people. And for me, UiTM has a lot of good people who are hardworking and pure at heart. These are the kind of people that we need in order to make dreams happen. So as a Vice Chancellor, my mantra is to "smartly utilize the pool of talent that we have by making them believe in UiTM strategies and always wanting to deliver". Therefore, my priority is to keep my people happy so that they are always willing to play the game along with me to make UiTM a topnotch university.



**Is that the reason why we have the happiness index coming in...**

Exactly...when your biggest asset is people then you have to really make sure that they are happy. For me, happy people are the ones that develop excellent capabilities to perform their duties. Meaning we have to provide them superior infrastructure and engaging support system, which will enable them to deliver. For instance, lecturers need good research facilities and smart classrooms to excel both in publication and teaching. On the other hand, for non-academics they need latest technology to speed up their work and to effectively support the academics. To get anything done, the ecosystem has to be right. The anchor pillar of an ecosystem for an institution to be successful is HAPPINESS. Once this pillar is carefully sorted, if you want anything you will get it! This is what I am trying to achieve, an ecosystem that is built on the basis of happiness for long-term sustainable growth of UiTM. We are talking about winning mindset; a happy mind is a winning mind.

**Have you ever wake up in the morning and felt scared. How did you overcome that fear?**

I seldom have that kind of fear, because every day I have set something in my mind. My thoughts are frequently about how to make something better than before. The major part of my daily routine is meeting people. Therefore, I always need to figure out beforehand on how to convince the person I am meeting to get the job done or how can I make this person to deliver better. So before the meetings I preempt all the possible issues that can crop up during the meetings and try to find practical solutions to solve those issues. I think these actions that runs in my thought process erodes the fear and prepares me to face the daily challenges. Another factor that keeps me away from fear is that I do a lot of reflection after coming back from work. Which I often do while watching TV at night. These reflections allow me to evaluate my actions throughout the day, which later helps me to decide the dos and don'ts that I should practice to make my work better. Besides daily reflection, I do yearly reflection as well. What I usually do is I take a yearly break for about one or two weeks. Literally disappearing from the country. The place that I do my reflection is on the plane. That is the best place to sit and reflect, isolated and disturbance free. During the 13 hours flight I reflect a lot about myself. I personally feel these reflections have made me a better person. So technically preparing ahead of my day and doing a lot of reflections help me in keeping the fear away

**Dato' based on our conversation so far, I realized that you are always wanting to bring out the best in others. Dealing with people can be tough, bringing the best out of them is even tougher. Can you share your experience?**

The biggest challenge for me is basically changing the mindset. This is because people have different beliefs and everyone goes through a different process while growing up. For a big university like UiTM, people come from diverse backgrounds and learning experience. To bring them together, to have a common mindset is really a great challenge. When people are different we can't expect all of them to move at the same phase. To counter this problem, one thing that we are trying to push is mentorship. Through mentorship we are able to drive everyone towards similar goals and direction. Getting the right mindset and also the winning mindset is the greatest challenge thus far.

However, challenges are there to make us better and to push us beyond the boundaries. In the past, there were many things that seemed impossible, but we have made it possible. In June, we are launching our satellite, by early March, we are launching our very own travelers' car. Furthermore, our solar car managed to cross Australia, where more than half of the cars crashed including the one developed by Cambridge. Now I have a new dream, I call it 'Dream Tokyo'. 'Dream Tokyo' is seeing UiTM student winning at least one gold medal at the Olympics. Challenges are going to be there, face them and be strong!



**If you could give 19-year-old Hassan some advice, what would it be?**

There are three aspects that I would like to advise Hassan about. First, believe in quality and excellence, when it comes to education and the attainment of knowledge, one needs to get the best out of it. One should understand the subject matter clearly and go the extra mile to have deeper understanding of it. Only then you get quality knowledge and will excel in every task that you endeavor. Second, don't work in silos. You need to actively engage with others in the university. These will enrich your knowledge and allow you to make better decision in life later. Last, humanity, where you have to treat everyone with respect. Don't create a caste system; treat everyone equally. This attitude will keep you humble and grounded.

**Dato' I am going to get a little technical here, Industrial Revolution 4.0 is being lauded in Malaysia currently. Do you think engineering and technology alone can solve the world issues?**

When you talk about Industry 4.0, you are talking mainly about gadgets and systems like order, high technology, robots and so on. Depending solely on this gadgets and systems we will be heading nowhere if the humanity element is missing. You cannot just say that everything must be wireless, everything must be internet, everything must be robot. There has to be balance! The humanity part has to be there, which is currently lacking. Robots don't have real emotions, it is programmed. You can simulate the emotion in robot, it can cry but it is not real, all being programmed. That is the main reason why for UiTM I have been talking about humanity. With technology taking over and humanity ignored a nation can be decimated. For me, to solve world issues, humanity first technology second!

**What kind of technology do you want to see in Malaysia in in the next 5 to 10 years?**

The future is going to be all about digital technology, cyber connectivity and cloud computing. Technology in the future is going to be extremely accommodating to the humans. For example, a chip can be somewhere in your skin, with this chip you don't need hand phones any more, communication will be using your finger tips. With this chip airport security will be better, where the system just have to scan you and all your passport detail will be flashed onto the screen. You don't have to carry money anymore because using your fingertips will do every transaction; you want to buy something, press...press...press... and that's it! Interestingly, with digital technology the designing concept is also going to be different where the designing of the living area will embrace a more futuristic theme, totally minimalist and technology savvy.

With fast changing technology, the education landscape is also changing. Therefore, we need to allow people to empower themselves. For example, if a person wants to do engineering, he or she can dictate the subjects that they want to take. They should also be allowed to mix and match subjects from different fields within different universities, local or international. So the 4 universities and academics must be prepared for such changes. That is going to be the future learning style.

For UiTM, technology wise, I want to spend more money on the infrastructure such as smart classroom, big data labs and research facilities. I want to make sure the campus is fresh, the facilities are top-notch, lecturers are happy with the resources, and students happy with the classrooms. That is my priority for now!

**Dato' we are coming to the end of the interview session. Thank you very much for allotting you precious time. Any last few words of encouragement for the UiTM community.**

All of us have to remember that UiTM is an asset to the country. UiTM has a lot of good people so let us work as a team and avoid negativity. We are large and we are everywhere, which is a big challenge to us, so lets strategically collaborate and work towards the vision and mission of UiTM. Researchers need to aggressively go out there and grab every opportunity that is available to increase the quality of their research. We are big, so we can do wonders! Let's work together!

# SUCCESS STORIES

Exclusive Interview with

**LIN ARIFFIN**

Former BBA (Hons) International Business Student

*BY: Nor Lelawati Binti Jamaludin, 19 June 2018*

## On her ideas of “success” and her personal take on youth aspiration

Lin Ariffin had graduated from our BBA (Hons) International Business program. As the startup founder of Roopawan, an online business platform for halal beauty and fashion products, a radio announcer at Astro, and host at Astro Oasis, Lin shares her success story and her thoughts on youth aspiration.

“Malaysia will achieve runaway success”  
The Honourable Tun Dr. Mahathir Bin Mohamad  
Japan, 2018



### Success...



The word carries such a huge impact in our lives. In fact our whole life hinges upon this special seven letter word - from the day we were made to understand what success is till the day we close our life's final chapter ... death. Indeed success is very subjective; for every person, there exists a specific idea of what success is. Socientum spoke to Lin Ariffin, a fashion icon about her success story and how she translates the Malaysian youth's idea of success in relation to government's aspirations.

So what is success for this petit startup founder of Roopawan, an online business platform for halal beauty and fashion products? "Success means having found contentment in the things you have set out to do. It comes from not being afraid to follow your heart and to be humble and grounded. My hypothesis is this - to be successful, you need to be humble, humble enough to listen and learn. My former lecturer once told me that in any conversation, the one who listens absorb more value than the one who just wants to talk." Lin Ariffin believes that other than finance, talent or aptitude, endurance is also important in order to achieve success because "the ones who endure will eventually get to where they want to be", she added.

### Just do it..

Sharing her success tips for budding entrepreneurs, Lin says, "If you want to be successful, the first tip I will give you is to just do it, and if you want to start a business, the first tip I will give you is not to get a loan from the bank. Just do it means to put aside feelings of self-doubt and to ignore what others might say as long as you know it is not a wrong thing to do. I would advise to not take a loan to start a business as there are a lot of government grants and private fundings you could try to apply for. Starting your business from a government grant or private funding would alleviate some pressure off you as they are numerous uncertainties surrounding it while providing an opportunity to be guided by experts in the government or private sectors who own majority shares in your business project. No matter how much capital you have at first, don't be afraid to start small as you could build it up from there."

*"If You Want To Be  
Successful, Then You Must  
Have Passion"*



More tips on success from this multitalented youth, “For young entrepreneurs, the most important thing to ensure that their businesses thrive is to have good networking. A good relationship with suppliers and potential customers will go a long way. Also pursue something that you are really passionate about instead of just following everyone. If you want to be successful, then you must chase your passion. If you’re just delving into business because your friend is doing it, then you won’t get far.”

When asked about her personal view on the new government’s aspiration and its impact to her generation, Lin says “when thinking about success, the first thing that comes to my mind is what I want myself to be in the next 5 years. I would like to see a bigger job market which is not displaced by technology. I hope, technology in the future will be extremely accommodating to humans. As a mother, I would like my son to have an experience similar to what I had growing up. Technology is good but there has to be some balance.”

What would Lin’s wishlist be in the next 5 years? “I would want more flexible working conditions where I am able to have a permanent day job that allows me to work from home. This would enable me to have a second career or even a third career, perhaps in a freelance manner as long as I could manage my schedule just like what I am doing right now. I would also love to see more colleagues having the same opportunity as what I have now.” She is glad that these aspects have been looked into very seriously and that flexible working environment has become one of the aspirations by our Deputy Prime Minister, Dr. Wan Azizah Ismail.

On her idea of successful retirement, Lin says “I think financial literacy has to improve and we have to seriously start teaching financial literacy in schools and universities and we have to relook at the notion of retirement and to consider mastering other skill sets to help us cope with retirement e.g. getting a side income. This is why I have started looking into all possible opportunities especially in doing business. The advancement of technology will continue to create numerous innovative business platforms for the retirees and aspiring young entrepreneurs to delve into, especially in the e-commerce industry. Rapid progress of online platforms have produced a new generation of tech savvy teens who must learn to fully utilise their skills towards building a viable business. This is what I’m trying to do with my e-commerce platform Roopawan. Roopawan, serves as an ecosystem for those who are keen to sell their halal beauty and fashion products and it also creates plenty of full-time and part-time job opportunities for other tech savvy youngsters who have yet to start a business to learn the trade. To me, everyone has the potential to be successful as long as they are willing to learn new things and have an open mind.” Commenting on the current youths’ business interests she says, “Nowadays, more and more graduates are open to follow their dreams and try their hands out in businesses. And that is very good as this can help them prepare for 2050. I think parents now are also more open to the idea of students trying their hands out in business as they believe that the current salary is not sufficient to cover rising living costs.” She went further on this point saying, “If your parents are well off, I would advise that instead of taking a loan from the bank, perhaps you could try to use your connections to secure advances, and pay back later according to what you can afford. I didn’t take this route but I know some who did and are now successful entrepreneurs”.

For those intending to delve into business, Lin has this to offer, “With my limited experience in business, I would still love to share some tips I learned from my readings, experience and my surroundings to young graduates who want to begin their business ventures and prepare themselves to face the challenges of today and to prepare themselves for the future.” A chance not to be missed by budding entrepreneurs. Concluding the interview, Lin was quick to add **“Always celebrate small wins, and celebrate it with the people you hold dear especially those who have been supporting you all this while. To me, true success comes when you have the courage to follow your dreams and has some aspirations”.**

More tips on success from this multitalented youth, “For young entrepreneurs, the most important thing to ensure that their businesses thrive is to have good networking. A good relationship with suppliers and potential customers will go a long way. Also pursue something that you are really passionate about instead of just following everyone. If you want to be successful, then you must chase your passion. If you’re just delving into business because your friend is doing it, then you won’t get far.”

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# REVIEWS

## Education 4.0 Embracing the Fourth Industrial Revolution

*BY: JS KESHMINDER & IDAYA HUSNA MOHD, 19 June 2018*

The emergence of the Fourth Industrial Revolution (industry 4.0) will lead to a convergence of physical, digital and biological worlds and lead us to unexploited possibilities. New jobs will be created in this new age world. New waves of jobs such as social media manager and content creators prove that education is crucial in preparing the youngsters today to strive and win the revolution. Disruptions have already happened and will amplify in years to come. The impact of this digital revolution has also changed our views on the economy, business, global society and individual activities.

Existing jobs today are expected to be obsolete in the next 30 years. As the nature of jobs will be redundant and most of the jobs will be in the form of automation, instead of having manual workers, jobs in industries such as manufacturing and construction which also include administrative jobs will mostly be replaced with robotics and computerization. However, we would prefer that the industry 4.0 be more about empowering people and a little less on the rise of the machine. But what will happen to our future workforce? Will our youngsters be able to cope with job evolution? Are we ready?

### Education 4.0

Therefore, in bracing the challenges, the Ministry of Higher Education has crafted Education 4.0. This is an effort in redesigning the higher education scenery in Malaysia, to educate and produce a better nation along with the 10 shifts of the Malaysia Education Blueprint which was laid out in 2015 and the University Transformation Program Playbook. The key is to bridge the gap between the academia and the industry. Under this initiative, we have managed to put ourselves among the top 1% in the world, alongside other achievements that have made the Malaysian Education as an education of choice among international students. The Ministry has introduced a few initiatives. The initiatives that have been implemented include iCGPA, MOOC, APEL, 2u2i, CEO@Faculty Program and TVET: Modular & Stackable. The following explains these initiatives in detail.



Figure 1. Education 4.0

## ICGPA

With the current technological wave (industry 4.0), students are now expected to be more holistic, possess entrepreneurial thinking skills and be well balanced. They should not just pay attention to the details of the subject and performance, but also develop the skills picked up while paving their way in university. Therefore, students' development and performance should include their ethics, knowledge and abilities. iCGPA (Integrated cumulative Grade Point Average) was introduced as a medium to assess and report the development and performance of students which integrate their ethics, knowledge and abilities developed along the way. A report card is displayed in the "Spider web" chart that demonstrates the attributes outlined in the six student aspirations postulated in the Malaysia Education Blueprint 2015 - 2025 (Higher Education) along with the eight domains of learning outcomes listed in the Malaysian Qualifications Framework. The Eight iCGPA domains include knowledge, practical skills, social skills and responsibility, ethics and values, communication, problem solving, information management and entrepreneurial skills. The Malaysia Education Blueprint 2015 - 2025 (Higher Education) Shift 1 Holistic, Entrepreneurial and Balanced Graduates outlined that iCGPA is to drive the development and help align the curriculum design, delivery and assessment. This will be conducted at program level and at course level with the focus on student's learning experience towards the development of a holistic and balanced human being. One of iCGPA reporting purposes is to assist in identifying the student's strength. It also includes improvements needed by them apart from assisting the potential employers in determining the suitability of graduates in meeting the requirements of employment and also assisting various stakeholders in making decisions or planning for improvements.

## MOOC

**"Have internet, will learn."**

In response to global trend and challenges, our higher education provisions are affected by the new and emerging technologies. This marks a symbol of a new era in education. With the widespread use of digital technology, it is about time for the higher education to comply with the growing expectations to assist the students to survive effectively in a technologically based world. It is predicted that 50% of colleges in the USA will have a blend of face to face learning and online learning by 2020. For our young people who have grown up in the digital technologies era and for whom a life is fully integrated with digital devices, this promises that the demand for online learning is likely to accelerate.

MOOC (Massive Open Online Learning) was introduced not only with the intention to embolden online learning, but also to diversify the classroom experience and promote flexible learning. MOOC will also provide students new ways to access higher education. In line with the Malaysian Education Blueprint (Shift 9) "Globalised Online learning", the Malaysia MOOC was launched. The Malaysian MOOC is the world's first nationally coordinated online learning initiatives which concentrated on local subjects such as Tamadun Islam dan Tamadun Asia (TITAS), Hubungan Etnik, ICT Competency and Introduction to Entrepreneurship. This platform allows students from all other universities in Malaysia and abroad to register for the course and transfer of credit to award a certificate, diploma and also degree.



## APEL

In promoting flexible education, APEL was introduced. APEL (Accreditation of Prior Experiential Learning) is where students can transfer credits obtained from their working experiences allowing them to continue their studies via a flexible study period.

2u2i

## 2u2i

This program allows students to get a feel of the industry in a duration of 2 years after completing 2 years in the university. The number one aim of 2u2i (2 years University, 2 years industry) is to promote flexibility in education based on the Malaysia Education Blueprint 2015-2025 (Higher Education) Shift 1: Holistic, Entrepreneurial and Balanced Graduates.

Among others, the objectives are to promote and expose students to the actual working environment and experience it in a specific duration of time in the respective industries. Industry exposures also include business start-ups which provide entrepreneurial opportunity for the students to continue upon graduation besides incorporating the company from the industries. This is to boost the marketability, enhance the skills of students and to prepare them for the actual working world.

In line with the Malaysian Education Blueprint, having an experience in the industry is very important especially in producing holistic graduates. 2u2i also ensures that courses offered by the higher learning institutions in Malaysia are conformed to the needs of the industries in terms of matching the curriculum design and industry involvement. A few selected universities in Malaysia such as Universiti Putra Malaysia (UPM) and Universiti Malaysia Kelantan (UMK) are the pioneers of this initiative. Other universities include Universiti Teknologi Malaysia (UTM), Universiti Kebangsaan Malaysia (UKM), Universiti Malaysia Terengganu (UMT) and Universiti Sultan Zainal Abidin (Unizar)

## CEO@Faculty

CEO@Faculty Program bridges the industry and the university where the top local and international CEOs and the university are brought together to share the knowledge and experience of the CEOs with the university students. With the appointment as “Adjunct Professors”, the CEOs are given 30 hours a year to provide mentorship and guide the university students and lecturers according to the relevance of the industry.

Under the Malaysia Education Blueprint 2015-2025 (Higher Education) Shift 2: Talent Excellence, this initiative is to enhance knowledge transfer, strengthen industry academia links and bridge the private public gap. The first round of the CEO@Faculty program “Learn from the PROs” started in 2015 with 24 CEOs and in 2016 with 60 CEOs. The second round of CEO@Faculty program 2.0 “Coached by the PROs” was launched in 2017 with 60 selected academicians undergoing an internship program with the CEOs.

## TVET: Modular & Stackable

Empowering the Acquisition of Skills

Redesigning the higher education towards a dynamic and flexible education system is seen as a factor that empowers its learners based on the Malaysia Education Blueprint 2015-2025 (Higher Education)

Shift 3, 4 and 7 as follows:

Shift 3 : Nation of lifelong learners

Shift 4 : Quality TVET Graduate

Shift 7 : Innovation Ecosystem

Technical and Vocational Education and Training (TVET) courses offered are modular and stackable where students can choose the skills and knowledge desired based on their readiness, experience and need.



# OPINIONS

## Intensification of digital technology: the transformation of social and economic landscape

*By : Erne Suzila Kassim, 19 June 2018*

Digital technology is revolutionizing society and has become an integral part of daily life. As more and more people, businesses and organizations are digitally connected, a new digital society and economy is emerging. How should the businesses, employers and employees react? While many are celebrating the power of automation, signals of job polarization and mass unemployment are triggering. What does it indicate? In basic terms, it warns that no office job is safe. However, what determines vulnerability to automation is not so much whether the work concerned is manual or white-collar but whether it is routine (The Economist, June 2016). How should the employers react? Repositioning the IT strategy for job polarization should become a priority. Similarly, employees must possess the openness to face the challenges of new job title creations, job title rebranding and even job title elimination. What about businesses and digital marketing? Technological innovations have created emerging trends in business and customer relationships. This improves the bargaining power among consumers, causes a shift in the business-consumer relationships, and creates market openness. Yet, not to be forgotten, with the Internet growth, the robustness of mobile technology, the low barrier to entry and thousands of product choices, business competition remains very intense. Therefore, business organizations have to constantly strategize for business sustainability. Finally, digital technology is also transforming social landscape and social norms by improving social capital via open participation, transparency and open innovation. On the other hand, it also offers harmful effects such as sexting, social isolation, depression and cyber-bullying. These acts are leading to an unhealthy state of the minds, a situation that is negatively associated to 'Internet wellness'. What are our roles? Simple. Be attentive to our online manners and ethics for social harmonization.



**Digital technology revolutionize resource allocation**

# PHOTOGRAPHIC EXPRESSIONS

*By JS KESHMNDER 19 June 2018*

Future leaders will need to be driven by strong core values which are community sensitive, to address issues faced by the people. These leaders will require an elevated level of intelligence to guide their principles in order for people's agenda to be taken seriously.

