



MINISTRY OF HIGHER EDUCATION



UNIVERSITI  
MALAYSIA  
KELANTAN

MINISTRY OF HIGHER EDUCATION  
**ENTREPRENEURIAL  
AWARDS 2021**

CATEGORY D  
**OUTSTANDING ENTREPRENEURSHIP  
MENTOR AWARD**



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ISSN 2948-5193



9 7 7 2 9 4 8 5 1 9 0 0 5



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**UMK ENTREPRENEURSHIP INSTITUTE**

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UMK Entrepreneurship Institute (UMKEI)

Title: Ministry Of Higher Education Entrepreneurial Awards 2021 Category D: Outstanding  
Entrepreneurship Mentor Award  
ISSN NO: 2948-5193

Published by:

UMK Entrepreneurship Institute (UMKEI).  
Universiti Malaysia Kelantan  
City Campus, Pengkalan Chepa  
16100 Kota Bharu  
Kelantan

Collaborated with:

Corporate Communication Center  
Vice Chancellor Office  
Universiti Malaysia Kelantan  
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## EXECUTIVE SUMMARY

The generation gap between the educators and the students may create a problem in teaching and learning, especially in higher education institutions. Realising this fact, Mr Mohd believes that there is a need to understand the transition and characteristics of the current student cohort to ensure more meaningful and engaging lessons. As a result, Mr Mohd tailored his teaching approaches to suit his Generation Z cohort students who are highly entrepreneurial and determined to take charge of their future.

Phytopia is one of his successful projects in collaboration with three of his Generation Z mentees. It started from his visit to Aranyaprathet, an agriculture research centre in Thailand. He witnessed how this most prominent food exporter in the region operated only using a hydroponic system in the backyard of their houses without high-end technology or fully autonomous robots. Given his educational background in agriculture, he is motivated to apply this new knowledge to give back to the local community. Mr Mohd was incredibly resourceful as he actively sought opportunities to support and enhance his hydroponic idea with his mentees. After attending a two-week Social Enterprise Bootcamp organised by the Malaysian Global Innovation and Creativity Centre (MaGIC), they found their turning point. They decided to revise their original business idea to generate supply from the farm and create demand for healthy foods! With a shared vision and mindset “hustle for hasil” and “never try, never know”, among the mentor and mentees, they managed to make Phytopia an outstanding example of great mentorship.

## MENTORING IMPACT

There are several impact of mentor on their mentees, including;-

### 1.1 Career planning and development

Mr Mohd get fix and match his mentees to expand career interests and encourage steps to achieve their goals. Mr Mohd always provides motivation to enable his mentees conceives and perceives entrepreneurship as career option. Mr Mohd identify skills and knowledge needed by his mentees in order to come up with the business.

### 1.2 Business Idea generation

Mr Mohd's impact on his mentees can be seen throughout his involvement from the beginning until the project has reached success. After visiting Thailand, Mr Mohd got his first idea of setting up the salad café project called Phytopia. He saw farmers without modern technologies managed to produce and market agricultural products through a hydroponic system.

### 1.3 Crafting Ideas

Mr Mohd's business idea started up as a social entrepreneurship idea. He saw the farmers in Jeli, where he teaches, only make around RM400 per month, unlike the Thai farmers who could market their products well. From what he saw in Thailand, there is no need to invest in expensive technologies to make money in agriculture. So he thought, with a social entrepreneurship idea, he thought he might be able to help buy their crops and sell through an enterprise. His idea was later translated into a salad café, Phytopia that he co-founded with his mentees.

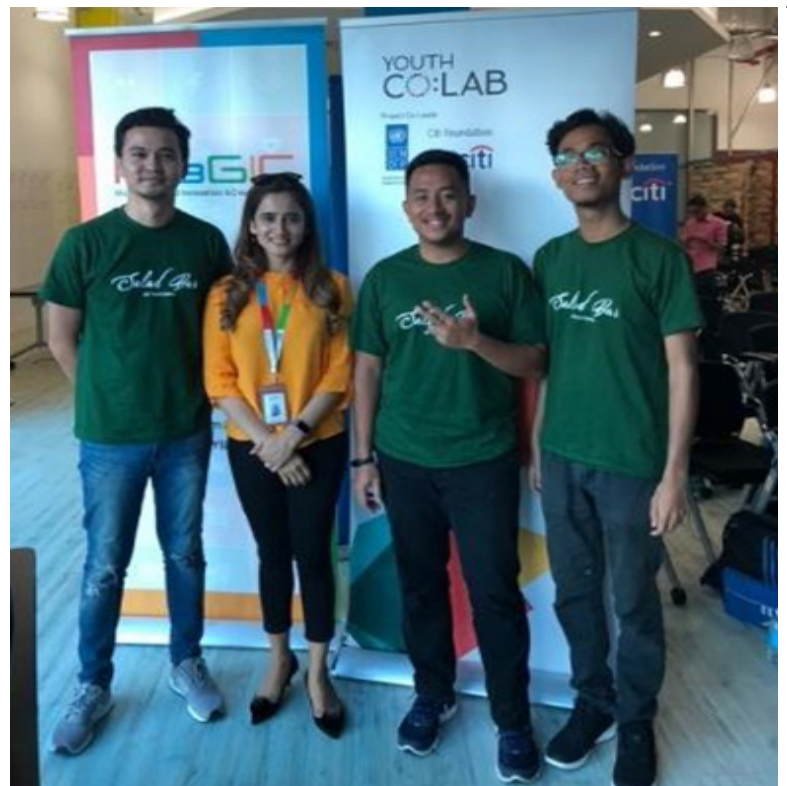


## Farmer Partner

En. Mohd Hafizi Mohd Zain (IFSSA)

We have been sourcing most of our tomato cherry from En Hafizi. The tomato was produced using hydroponic, less than 100 meters away from the cafe. That helps us reducing carbon footprint, and most importantly, its FRESH!

*Salad Bar*  
BY PHYTOPIA



#### 1.4 Mentoring Programme

Mr Mohd later communicated his ideas with his final year student, Firas (now one of the co-founders of Phytopia). Being a novice in entrepreneurship, Mr Mohd took the initiative to learn more by leading Firas and three more students, Maizatul, Syamil, and Zaid. They soon joined the team to participate in the 2-week Social Enterprise Bootcamp by Malaysian Global Innovation & Creativity Centre (MaGIC).

#### 1.5 Business Model Canvas (BMC)

Mr Mohd, as a new mentor, humbly put himself as a learner together with his mentees during the Bootcamp and learn to create a business model and pitch. Removing his 'lecturer cap', Mr Mohd explored the new venture with his mentees by staying up late together to finish tasks at the Bootcamp. They changed their Business Model Canvas (BMC) many times simultaneously, letting his mentees lead.



# Kelpshake smootie

spinach + lime + green apple



# NEW!

Green tea latte. Made with premium daily matcha imported from Japan.



Rendang spaghetti



Refreshing Frappe



Hearty Salad



## 1.6 Start-up Activities

After the bootcamp, they started making and selling salads. They bought the supply from the local farmers in Jeli, Kelantan. To ensure they could continue buying from the local farmers, Mr Mohd assisted his mentees in looking for menus and recipes for salads and tested their prototypes in events and expos. Mr Mohd experience as a lecturer in agriculture marketing helped a lot. There was steady demand from events and expos, and they started taking pre-orders daily. They used the food lab at the Universiti Malaysia Kelantan as their kitchen. Sometimes if it is occupied, Mr Mohd let his mentees operate from his kitchen. Slowly, Mr Mohd and his mentees started to make some money. Though the figure was not significant, they could hire part-time workers, an important milestone in which credit should be given.

### 1.7 Project Viability

Mr Mohd mentorship is seen from his sharp thinking in analysing his surroundings. Noting that it was hard to get healthy food on and off-campus, Mr Mohd thought the project could make more money by setting up a salad café. This would also ensure their vegetable supply will have a continuous demand. They needed RM20,000.00 to set up the Salad Café (Phytopia) as the proceeds from the sales were barely enough to cover the cost.

### 1.8 Getting an Investor

Mr Mohd's mentorship played a significant role when he encouraged his mentees to search for the capital in any way possible. One of his mentees and co-founders, Syamil, was doing his internship at Fuze Ecoteer, an eco-tourism company in Merapoh, where he told their story to the founder, Dan Quilter. They had a short video call for a pitch, and Dan agreed to give them the money to buy the freezer. He officially became the first investor for Phytopia.

### 1.9 Hustle for hasil" and "never try, never know

Mr Mohd also got his mentees to participate in entrepreneurial competitions to gain money to set up Phytopia. His approach with his mentees was "hustle for hasil" and "never try, never know". They participated in UMK Entrepreneurship Institute (UMKEI)'s program of Gerak Gempur Keusahawanan. After detailed preparation together, his mentees did the business pitching, were chosen as the best presenter and won a cash prize of RM500.00. They used the money to register for SSM and open a current account for Phytopia.



### 1.10 Incubator Program

Not settling there, Mr Mohd as a mentor, found another competition for his mentees to participate in to gain more capital for the project. He applied to join an incubator based in Singapore, Young Sustainable Impact (YSI), on behalf of his mentees. The program was three months long, and they received some funding for operation and the project's official website, <http://phytopia.my>.

### 1.11 Entrepreneurship Competition

He also suggested his mentees to apply for another competitive international incubation, Young Social Entrepreneurs (YSE) from Singapore International Foundation. They were successfully accepted together with much more experienced social enterprises from all over the world. The team was also selected to join the annual Youth Co:Lab, an incubator organised by the United Nations Development Programme (UNDP). Though they had to withdraw and reach the next stage, they received valuable exposure and developed good networking.



### 1.12 Social Netowrking

The networking and connection we made during those events and competitions were helpful when we received a call from Alliance Islamic Bank to join their procurement program, Social Enterprise Sustainable Impact. The bank brought 2600 packs of food to be distributed to all UMK students. The project was called The Moreh Project and was one of the most significant procurement orders they have ever received. Apart from that, through MaGIC, they were invited to join the Digital Entrepreneurship Support 2020 program by Taylor's-Maybank Islamic. Firas represented Phytopia, and he won RM10,000.

### 1.13 Seed Capital

With some more money needed for the capital to set up Phytopia, Mr Mohd and his mentees decided to apply for micro-financing from UMKEI. They secured RM5000.00 from there and started the set-up of the salad café immediately after. Mr Mohd, together with his mentees, were involved in every stage of setting up Phytopia, including buying the custom-made fridge from China.

### 1.14 Marketing Strategy

With the help of the university management, Mr Mohd and his mentees managed to secure a strategic location for their salad café. They took over the improperly operated grocery store and renovated it into a salad café known as Phytopia.

### 1.15 From the Scratch to Materialized

Mr Mohd, through his impactful contribution to his mentees, is undoubtedly an excellent entrepreneurial mentor any mentee could have. He was involved in every bit and inch of the process from scratch until the café was materialized.

### 1.16 Entrepreneurial Journey

Their entrepreneurial journey started when they joined MaGIC on 28 July 2019. A year later, they started their operation on 12 October 2020. Their café was officiated by the then Deputy Vice-Chancellor of UMK on 2 November 2020.

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## IMPACT OF MENTOR ON INSTITUTIONAL SUPPORT

### 2.1 Financial and Non-Financial Support

Mr Mohd was not just an effective entrepreneurial mentor to his mentees, but he was also a mentor that was able to play his role in getting institutional support for his mentees' entrepreneurial project financially and non-financially. His role in ensuring institutional support to his mentees helped bring many changes to the Phytopia business idea.

### 2.2 Entrepreneurship Programs

Mr Mohd has an advantage as a part of the institutional support itself. He played an impactful role in ensuring the institution, in this case, the faculty that he was teaching and the university, does provide necessary guidance to potential entrepreneurs. In 2020, he was appointed as the head of Entrepreneurship, Graduand, Alumni and Graduate Employability (EnGAGE) at his faculty, the Faculty of Agro-based Industry. One of the committee's tasks was to encourage and help students to be involved in entrepreneurship and organise entrepreneurship workshops for students. The committee was responsible for organising seminars, workshops and collaborating with UMKEI and external organisations such as INSKEN, MaGIC, TEKUN, and MDEC. This network and partnership were planned to create a conducive environment to attract students to entrepreneurship.



### 2.3 From Little (No) Awareness to be an Entrepreneur

Other than looking for the abovementioned networks to help expand his mentees entrepreneurial ideas, Mr Mohd, as a mentor, should be credited because he managed to identify and select the suitable mentees, those who have entrepreneurial drive and mind to be polished and assisted. This, as many might overlook, is a crucial factor in mentorship, and in the case of Mr Mohd, it has been proven with his mentees through the Phytopia project.

### 2.4 Social Enterprise Basic (SE.B) Accreditation

Mr Mohd exercised his role well in giving his mentees the proper institutional support. This can be seen where his mentorship does not stop until the Phytopia café has been set up, but he went on in mentoring his mentees project in getting accreditation. In Malaysia, there are two levels of accreditation for social enterprise; Basic (SE.B) and Accredited (SE.A) by the Ministry of Entrepreneurship and Cooperative (MEDAC), Malaysia. The Phytopia project has been accredited with SE.B and in the process to be accredited as SE.A. These accreditations are a milestone of any entrepreneurial project as they further legitimise and validate the entrepreneurial ideas, as they audit every single aspect of the project such as the target beneficiary, contribution of revenue to the beneficiary, sustainable management and finance.

## 2.5 Mentorship Achievement/ Program

Mr Mohd's impact as a mentor is beyond excellence when his mentees' project is recognised inside and outside of their institution. These can be seen from the achievements as below:

No.	Achievement/ Program	Date
1	Accredited as Social Enterprise (SE.B) by the Ministry of Entrepreneurship and Cooperative (MEDAC), Malaysia	26 December 2019
2	Champion, Best Business Idea during Entrepreneurship Week 2019 (Gerak Gempur Keusahawanan) at Universiti Malaysia Kelantan	25 September 2019
3	Received a grant of RM12,800 from Alliance Islamic Bank for Projek Moreh	19 April 2020
4	Organised Projek Moreh for UMK (Jeli) students who were impacted by MCO during Ramadhan	23 April - 8 Mei 2020
5	Top 10 participants for Young Sustainable Impact Southeast Asia (YSI SEA 2020), Singapore	4 March 2020
6	Won RM10,000 from Digital Entrepreneurship Support 2020 program by Taylor's-Maybank Islamic	30 September 2020
7	Third Place at 2nd Beehive International Social Innovation Conference 2020	23 December 2020
8	Selected into Youth Co: Lab 2019 Program by United Nations Development Bank	22-24 November 2019
9	Selected into the Social Entrepreneurship Transformation Innovation Acceleration (Setia 2020) by MaGIC and Standard Chartered	3 March 2020
10	Selected into The Young Social Entrepreneurs (YSE) by Singapore International Foundation 2020	2 June 2020

## MENTOR PERSONALITY AND APPROACH

### 3.1 Passion

Mr Mohd is highly passionate about topics related to food and agriculture sustainability and its impact on society. He shared his idea and aspiration with his mentees to create a collective interest and goal. One of his strategies to develop and share a common interest with mentees is through programmes conducted by industry experts. In these programmes, Mr Mohd practised the leading by example method in which he demonstrated the practicality of a theory to solve problems in real-life situations.

### 3.2 Built Relationship

He also attended various business planning and pitching programmes apart from his forte, as a participant, similar to his mentees. He believes that when he is at the same level as the students, it will build a positive relationship, trust and avenue for an honest conversation with the mentees. Once all the team members have established mutual trust, understanding and respect, it will help the team moving forward.

### 3.3 Information- Seeker

Mr Mohd is an information-seeker as he actively browses for programmes to support the growth of Phytopia.

### 3.4 Resourceful

In addition, he is also a resourceful mentor as he continuously learns and improves his skills by participating in various external programmes conducted by industry experts.





### 3.5 A Mentor

Mr Mohd defines a mentor as someone who demonstrates excellence, professionalism and, most importantly, sincerity in guiding the mentees.

### 3.6 Visibility

In creating visibility in his field and industry, he became one of the Regional Ambassadors for Thought for Food Foundation. He also developed a close relationship with national entrepreneurship institutes in the country, such as MaGIC. He believes that mentoring and coaching programmes with external professional coaches and mentors from the Asian Institute of Mentoring (AIM) and NeoOne Academy were beneficial for him and his mentees.

### 3.7 Stepped Out of Comfort Zone

Mr Mohd also believes in encouraging excellence where he sees his mentees as unique and capable to succeed if they stepped out of their comfort zone. Therefore, he constantly challenges his mentees to participate in local and international competitions and incubators to develop their self-confidence and sense of ownership of the project.

### 3.8 Advisory

He also encourages his mentees to take responsibility and be comfortable making any decision related to the project to build trust. For example, there was a time when he let Firas handle day-to-day café operations where he got stressed out with unruly crews; Mr Mohd listened and provided support when he requested a second opinion.



## SCALE AND SCOPE OF ACTIVITIES

Mr Mohd has supported five (5) undergraduate students and three (3) academic staff from three faculties in Universiti Malaysia Kelantan, Jeli campus. Although these students were from different studies backgrounds, they have a common interest in the food and agriculture industry. Mr Mohd's mentoring style was performed through actual business activities, not merely a theory.

#### 4.1 Moral Support/ Mentees Encouragement

Mr Mohd has helped create new opportunities for the mentees to enter the entrepreneurial environment by encouraging them to attend workshops and business competitions. Mentees were encouraged to think about the possibilities of diversifying their existing knowledge and sharing the ideas in national and international programmes. Some of the programmes include Social Entrepreneurship Transformation Innovation and Acceleration (SEtia) funded by the Standard Chartered Bank, Young Sustainable Impact (Singapore), Young Social Entrepreneurs by Singapore International Foundation, and Asian Institute of Mentoring (AIM).

#### 4.2 Dense Network

To enhance mentees' professional network, Mr Mohd, an active member of the Asian Institute of Mentoring (AIM) 2020, aimed to provide extensive exposure to professional linkages at local and international levels. Mr Mohd and his mentees have established many global networks through external programmes they have attended. They also created networks with other social entrepreneurs from Southeast Asia such as Indonesia, the Philippines and Vietnam. One of the latest progresses that they are currently having is a mentoring programme with Tao Gloria Ma, an industry expert from AliBaba Group China.

### 4.3 Mentees Achievement

This project gained local and international recognition despite its new involvement in this industry. The achievements they have made represent their commitment and dedication to enhancing the business further. Some of the achievements and activities can be seen as below:

No	Mentees	Achievement
1	Ms Maizatul Vanisha Binti Masril	Co-founded Phytopia
2	Mr Muhammad Firas Hamizan Hassan	Co-founded Phytopia, champion Maybank-Taylor Sokong Digital
3	Mr Ahmad Zaid Azri bin Ahmad Zakaria	Cofounded Phytopia, won best social enterprise
4	Mr Syamil Hazeem bin Mohamad Roslan	Co-founded Phytopia
5	Ms Nur Alia Aqira	Selected as the first Campus Director for Hult Prize with the UN
6	Madam Nor Dini Binti Rusli	Co-founded CapriBos (providing solution to malnutrition in ruminants) with students
7	Dr. Noor Hafizoh Binti Saidan	Co-founded several companies (e.g. mushroom company) with students
8	Dr. Hasnita Binti Che Harun	Co-founded Blue Aqua Scampi (providing consultation for giant water prawn production) with students

## CONCLUSION

All in all, Mr Mohd, through his experience, network and capacity have led his mentees and the Phytopia project to successes such as learning how to do business pitching and participating in competitions, getting soft loans and joining and being a part of local and international entrepreneurial start-up bodies. Mr Mohd impacts on his mentees and the institutional supports are undeniable and are there to be seen and assessed. His efforts should be well recognised as, through his excellent mentorship, at least four real entrepreneurs have been produced.







# MOHD BIN MAHMUD

@ MANSOR

## PERSONAL AND SERVICE PARTICULARS

**IC Number** 850804-11-5083  
**Present Position & Grade** Lecturer/ DS45  
**Faculty** Faculty of Agro Based Industry  
**Email** mohd@umk.edu.my  
**Hp** 012-900 8041

## ACADEMIC QUALIFICATIONS

Qualification	Classification	Class of Award	Year	University/Institution
M.Sc	Plant Sciences (Entomology and Phytopathology)	NA	2010	Wageningen University, The Netherlands
B.Sc	Biological Sciences	2nd class upper	2007	Universiti Malaysia Terengganu

## RESEARCH INTERESTS

**Agribusiness;  
 Agrotechnology;  
 Agriculture Risk  
 Management**



## WORK EXPERIENCE

- 2010 - current**  
 • Lecturer Faculty of Agro Industry and Natural Resources, Universiti Malaysia Kelantan
- 2007 - 2010**  
 • Tutor Faculty of Agro Based Industry, Universiti Malaysia Kelantan (2007 - 2010)

## TEACHING

1. Agricultural marketing
2. Agriculture and food marketing
3. Biodiversity
4. Risk assessment and management
5. Agriculture production technology
6. Upscaling of agricultural technology



## TEACHING

No.	Research Project	Source	Fund	Begin year	End Year
1	Program Pemerksaan Pertanian Dan Penternakan Melalui Sistem Akuaponik Mesra Orang Kurang Upaya (Oku) Di Bawah Program Pemulihan Dalam Komuniti (Pdk) Negeri Kelantan	Jawatankuasa Pertanian, Industri Asas Tani, Bioteknologi, Teknologi Hijau Dan Alam Sekitar Kerajaan Negeri Kelantan	RM30,000	2020	2021
2	Program Pelestarian Udang Galah (Macrobrachium Rosenbergii) Di Kelantan.	Knowledge Transfer Program (MOE)	RM80,000	2019	2021
3	Life Cycle Assessment Of Refined Carregeenan Production Industry In Supporting Sustainable Agri-Food Systems	Skim Geran Jangka Pendek (SGJP) UMK	RM20,000	2018	2019
4	Supply Chain Risk Management in Malaysian Seaweed (Kappaphycus spp.) Industry	Skim Geran Jangka Pendek (SGJP) UMK	RM8,000	2017	2018
5	Developing Entrepreneurship Training Programme Through the Rural ENtrepreneurship Model (REMODE) For Freshwater Industry	Niche Research Grant Scheme (NRGS) (MOE)	RM1,500,000	2013	2019
6	Program pengurusan penanaman rumpai laut di semporna sabah (FASA II) : Pelestarian dan pemampaian modal insan dalam pengurusan penanaman rumpai laut di semporna,Sabah	Knowledge Transfer Program (MOE)	RM200,000	2013	2015

## CONSULTANCY/CONTRIBUTION

### 2020

1. Regional Ambassador, Thought For Food, Basel, Switzerland
2. Fellowship, Young Social Impact Southeast Asia, Singapore
3. consultant, Technology and Market Validation: Relating to the technology and market validation and commercialisation of rambutan & dokong fruit vinegars

### 2019

4. Board of director, Phytopia Ventures (registered social enterprise)
5. Sustainability production of Macrobrachium Rosenbergii in Kelantan, Malaysia.

## 2018

6. Taskforce, Listing of Invasive Alien Species (IAS) Malaysia, Department of Plant Biosecurity, Department of Agriculture, Ministry of Agriculture, Malaysia

## 2017

7. Sustainability and enhancement of human capital in seaweed (*Kappaphycus* sp.) farming system at Semporna, Sabah

## 2009

8. 2009, Feasibility study of aloe Vera cultivation in Malawi for rural communities funded by Oikonomos Foundation Mal: Southeast Africa

### PUBLICATION – BOOK

1. Mohd Mahmud (Suria Baba (Ed.). 2020. Nearpod, in Education 4.0 UMK – Humanising Technology in Teaching and Learning. 97896722290728.
2. Invasive Alien Species in Malaysia, 2018, Plant Biosecurity Division, Department of Agriculture, Malaysia
3. Laila Naher, Kumar Thevan, Raja Mahfudzah, Mohd Mahmud, 2018, Banana Pest and Diseases, in Banana; The History, Production and Trade, Universiti Malaysia Kelantan Publisher, pp. 35-63
4. Zulhazman Hamzah, Maryati Mohammed, Cornelius Peter and Mohd Mahmud@Mansur. 2010. Spatial Distribution of *Rafflesia Kerrii* and its Conservation in Lojing Highlands, Kelantan. In: Ibrahim Che Omar and Zulhazman Hamzah (eds.). Conserving Lojing Highlands for Sustainable Development, Universiti Malaysia Sabah. pp44-54.

### PUBLICATION – Articles in Journals

1. Mohd Mahmud, Lee Seong Wei, Nitty Hirawaty Kamarulzaman, 2021, Identification of causal-relations among the enablers of supply chain risk mitigation strategies in seaweed industry using Grey-DEMATEL
2. Mohd Mahmud, Nitty Hirawaty Kamarulzaman, 2020, Seaweed Supply Chain Risk Identification in Sabah Using Fuzzy Failure Mode and Effect Analysis, IOP Conf. Ser.: Earth Environ. Sci. 549
3. K. Mat, N. Mahamad, N. D. Rusli, C. H. Hasnita, M. M. Rahman, Syed M. Al-Amsyar, & Mohd Mahmud, 2020. Study of Microbial Inoculants Effect on The Quality of Corn Stover Silage Planted in Different Areas in Kelantan (3rd Asia Pacific Regional Conference on Food Security (ARCoFS 2021))
4. Khairiyah Mat, Hanani A Taufik, Nor D Rusli, Che H Hasnita, Syed M Al-Amsyar, Mohammad M Rahman, Mohd Mahmud, 2020. Effects of Fermentation on the Nutritional Composition, Mineral Content and Physical Characteristics of Banana Leaves, IOP Conference Series: Earth and Environmental Science (Vol. 596.1)
5. Nurul Athirah Mohd Zuki, Siti Sarah Mohamad Kamal, Nik Kamaruzaman Nik Qalbee, Noor Azlina Ibrahim, Khairiyah Mat, Nor Dini Rusli, Hasnita Che Harun, Mohd Mahmud, Noraini Samat, Syed Muhammad Al-Amsyar. 2020. Optimisation of Protease-Treated Black Soldier Fly Larvae (BSFL) using Response Surface Methodology (RSM) for Broiler Feed, IOP Conference Series: Earth and Environmental Science (Vol. 596.1)

6. Mahmud, M. & Kamarulzaman, N.H, 2020, Seaweed Supply Chain Risk Identification in Sabah Using Fuzzy Failure Mode and Effect Analysis, 2nd International Conference on Tropical Resources and Sustainable Sciences 10-11 August 2020, Universiti Malaysia Kelantan, City Campus, Malaysia
7. Karim, S.M.R. and Mohd, M. and Samsi, S.N.A, 2019. Effect of lantana camara l. and parthenium hysterophorus l. to control pathogenic nematode, meloidogyne incognita (kofoid and white) chitwoodm, Pertanika Journal of Tropical Agricultural Science, 79 – 87
8. Mahmud, M. & Kamarulzaman, N.H, 2017, Risk Management of Malaysian Food Supply Chains, International Journal of Agriculture and Economic Development, 3(2), 37-54
9. Mahmud, M., 2013, Agricultural Cooperatives: The overlooked answer to poverty: proceedings of the Fourth RENPER International Seminar of the Regional Network of Poverty Eradication, Malaysia

#### **INVENTION**

1. Phytoblock: Vegan Planting Block – Bronze (eCRI 2020)
2. Proveafeed di eCarnival Research & Innovation – Gold (eCRI 2020)
3. Mulberry Pellet: Alternative Feed for Rabbit Feeding – Silver (eCRI 2020)
4. Capribos Multinutrient Block – Gold, Internasional Conference and Exposition on Inventions by Institutions of Higher Learning 2019 (PECIPTA'19)
5. Premium Multiblock – Multiblock for Ruminants (Silver Medal, 2019)

#### **INVITED SPEAKER**

1. Artificial Intelligence & Automation In Agriculture: Current Development, Challenges & Opportunities, Institut Kepintaran Buatan Dan Data Raya (AIBIG), UMK – 25 August 2021
2. Social Innovation Day (Organiser: International Medical University, IMU) – 6 August 2021
3. Next-Gen Agri-FoodTech Innovations (Organiser: Green Growth Asia Foundation (GGAF) and Indonesia-Malaysia-Thailand Growth Triangle University Network (IMT-GT UNINET)) – 8 July 2021
4. Brunch With Me: Safe Access to Nutritious Food in ASEAN (Organiser: Thought For Food Foundation, TFF) – 25 April 2021
5. Social Entrepreneur Start Up Strategy (Organiser: UMKEI, UMK) – 8 Disember 2020
6. Pengenalan dan Asas Fertigasi (Organiser: FIAT UMK) 10 November 2020
7. Kursus Pendek Fertigasi (Organiser: FIAT UMK) – 28 September 2019

#### **MEMBER OF PROFESSIONAL ORGANIZATION**

1. Malaysia Environmental Economics Association (MEEA)
2. National STEM Association (NSA).

#### **AWARDS IN ACADEMIC/PROFESSIONAL FIELDZATION**

1. Anugerah Pekerja Cemerlang, Universiti Malaysia Kelantan, 2021
2. Mentor of the Year, Anugerah Keusahawanan UMK, 2021
3. Certified Microsoft Innovative Educator, 2018
4. Hadiah Skim Latihan Bumiputera, Ministry of Higher Education, Malaysia to pursue Masters Degree in The Netherlands, 2008-2011



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# ENTREPRENEURSHIP *is our thrust*

