



Message from Rector

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I extend my New Year and New Spirit greetings for 2025. As we enter this year, UPN Veteran "Jakarta" (UPNVJ) continues to undergo transformation in pursuit of excellence. As a higher education institution, the excellence that UPNVJ seeks to achieve is primarily to become a provider of higher education services oriented towards the true ideals of education, namely building intelligence and character of the nation.

A wise saying states, "Intelligence plus character—that's the goal of true education." In the language of UPNVJ, this true goal is translated into an education that develops both competence and character.

In facing the challenges of disruption today and the target of Indonesia Emas 2045, the competencies to be developed are not only intelligence but also the skills to apply the knowledge possessed, as well as general skills necessary to navigate the era of disruption.

Referring to the World Economic Forum's reports, *Future of Jobs* and *21st Century Skills*, the skills to be developed include critical thinking, communication, creativity, collaboration, and digital skills, or the ability to utilize digital technology effectively. Additionally, the commitment of UNESCO as outlined in *Reimagining Our Future Together* (2021) on sustainability and diversity behaviours is also an important reference.

On the other hand, the character needed in this era is an entrepreneurial spirit, an ethical mindset, and a growth mindset, all of which enable us to continuously enhance our literacy capacities in various fields. Furthermore, to support the target of Indonesia Emas 2045, a patriotic spirit or the spirit of defending the nation is required to contribute to the continuity and advancement of the nation.

This education, which is oriented towards competence and character, will serve as a guide for the management and all educators at UPNVJ in implementing the UPNVJ 2025–2029 milestones, which emphasize the development of an entrepreneurial spirit supported by impactful research.

This target is a shared responsibility. Every individual, according to their respective duties and responsibilities, is obligated to work hard, collaborate, and contribute to transforming UPNVJ into a leading university that produces competent and character-driven graduates.

Let us all work and collaborate together.

Salam Bela Negara!

Rector,
Anter Venus.



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