

SPEECH OF MS RAHAYU MOHAMAD, PRESIDENT
PPIS AURA HAWA LUNCH APPRECIATION LUNCH 2016
19 NOVEMBER 2016 AT HOTEL GRAND MERCURE SINGAPORE

Assalamualaikum Wr Wb

I would like to extend a warm welcome to

The *Aura Hawa* Project Participants

The *Aura Hawa* Project Team and Selection Committee

PPIS CEO, Mr Mohd Ali Mahmood

PPIS Board Members and Staff

1. A good afternoon to all, and thank you for joining us on this blissful Saturday. Welcome to the *Aura Hawa* Appreciation Lunch 2016. I am glad to see many familiar faces as we gather here to thank and show our appreciation to the selection committee, project team and of course participants, for their time and efforts spent on PPIS' SG50 Project *Aura Hawa* last year.
2. I would like to begin with a short introduction of PPIS. Formed in 1952, PPIS, also known as Persatuan Pemudi Islam Singapura or Singapore Muslim Women's Association, is the only Muslim Women's organisation in Singapore to date. Having recently revised our mission to "Inspiring Women, Strengthening Families" and our vision to be a "Compassionate Organisation Connecting Communities", we are dedicated towards working with women of all ages in carrying out their multiples roles in society.
3. We run two core community services, namely Family Services and Early Childhood Education (ECE) Services that work together to provide quality and holistic support as well as developmental programmes for women and their families.

4. I would also like to take this opportunity to formally introduce the newest department in PPIS' Head Office - R.E.D which stands for Research and Engagement Department. As the only Muslim women's organisation, we are committed to being an agent of positive change for Muslim women in Singapore. R.E.D in a way reinvigorates PPIS' cause towards the betterment of Muslim women and the community.
5. The SG50 Project *Aura Hawa* was officially launched during our *Symposium Wanita* event on 3rd October 2015, to highlight Muslim women and their contributions to Singapore's growth in the past fifteen to fifty years. These women have displayed values of being visionary, resilient and having a sense of social responsibility. In light of their achievements, a total of 26 videos and 23 profile write-ups were created and uploaded on PPIS' website and social media like Facebook and YouTube, for a year. This is with the hope that their contributions will inspire the young ones to follow in your footsteps.
6. Since its launch, these videos and profile write-ups have received much exposure in the community. We managed to engage a total of 8,884 participants through public talks and events, and garnered 22,000 video views in less than three months!
7. With this, I would like to extend my utmost gratitude to the Aura Hawa Project Team who initiated the project and made it possible. Dr Bibi Jan and Ms Hazlina Abdul Halim who chaired and co-chaired the project respectively, alongside our Corporate Communications department and Senior Management who have helped in realising this initiative. A special mention goes to Ms Khadijah Yasin for helping to conceptualize the project.
8. Thank you also to the Selection Committee - Mdm Sapiyah Molla, Mr Alami Musa, Mdm Fadilah Majid, Mr Guntor Sadali, Mdm Mariam Alias and Ms Selina Gan, who tirelessly identified the best candidates based on their attributes and contributions to the community. Not forgetting Mr Sujimy

Mohamad, Mdm Haslinda Ali and the Screenbox team for doing an excellent job with the videos!

9. I thank the Aura Hawa ladies who have been a part of our project and for your presence today. You might have already seen our Certificate of Appreciation to you, and a small gift on your tables as you sat at your seats. You'll be happy to discover that we have uploaded your respective Aura Hawa interview video inside the gift. Please accept our thanks and small gesture as a token of our sincere appreciation. I hope that through this event, everyone can come together, get to know and support each other in different ways possible.

10. Finally, I would like to thank everyone who was involved in today's event. PPIS hopes to continue the journey in serving and connecting the community.

Thank you.

Wa'alaikumsalam Wr Wb