



JOIN THE MOVEMENT

# THE 'ILMU' MOVEMENT



**“Year by year, more and more Malays are building successful careers, becoming leaders in their chosen fields and acting as role models to inspire the next generation.”**

**Mr Lee Hsien Loong  
Prime Minister, Singapore  
at Anugerah Jauhari 2018**



**Whole Community Approach to get here!**

# THE 'ILMU' MOVEMENT

## WHAT IS 'ILMU' TODAY?

- Evolving & Dynamic Landscape
- Mindset: Knowledge beyond Books
- New Skills & Fields

**Embrace & Celebrate 'Ilmu' as a  
way of life**



# THE NEXT STEP



**“...Yayasan MENDAKI will  
organise the Raikan Ilmu month in  
October.”**

**Mr Masagos Zulkifli Masagos Mohamad  
Minister-in-charge of Muslim Affairs  
at COS Debates 8 March 2019**

# RAIKAN ILMU



## Pioneer the Raikan Ilmu Movement with **MENDAKI**

- Month-long Celebration of Knowledge
  - Exciting Learning Activities
  - Fringe activities across Singapore



# RAIKAN ILMU MOVEMENT

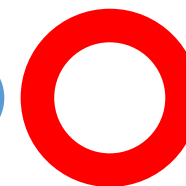
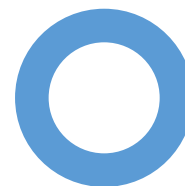
- Key Messaging
  - **Progressing as a Community**  
(Satu Masyarakat, Maju Bersama)
  - **Recognise Success in Diverse Fields**  
(Rencam Bidang, Pelbagai Kejayaan)
  - **Culture of Learning**  
(Membudayakan Pelajaran)



# THE MONTH: KEY HIGHLIGHTS



5 /6 Oct:  
Launch



12 Oct:  
Anugerah  
MENDAKI



2-3 Nov:  
The  
Learning  
Festival



# RAIKAN ILMU: BE INVOLVED



## Reading Key to Knowledge

- Encourage love for reading
  - Reading groups across Singapore
  - Storytelling activities @ the Heartlands
  - Reading @ the Park



# RAIKAN ILMU: BE INVOLVED



## Exploring new Pathways

- Excite on new 'Ilmu'
  - Coding in the Community
  - Marketplace of Future Industries @ mosques or community centres
  - Entrepreneurship workshops

# RAIKAN ILMU: BE INVOLVED



## Be Part of The Learning Festival

- 2-day Mega Event on Learning
  - Exciting booth activities
  - Stage Platform available for crowd engagement
  - Outreach opportunities

# RAIKAN ILMU: BE INVOLVED



## Bring Your Ideas

- Discussion with MENDAKI's Partnership team on other ways to celebrate knowledge with the community
  - Synergise month-long activities

# POWERING THE MOVEMENT

## Support for Raikan Ilmu initiatives

- Funding for events/activities aligned with Raikan Ilmu key messaging
  - Promote knowledge acquisition and culture of learning through appropriate activities involving the Malay/Muslim community; or
  - Develop and recognise successes of the community in non-academic fields.
  - Held between 5 October and 3 November 2019 in Singapore.



**100% funding up to \$3000 per event/activity**

# POWERING THE MOVEMENT

## Eligibility Criteria

### Registered Entities in Singapore

- Registered societies under the Registry of Societies (ROS);
- Companies Limited by Guarantee;
- Charitable Trusts;
- Registered with People's Association Act (limited to exactly one MAEC per M<sup>3</sup>@Town);
- Schools registered with the Ministry of Education, Singapore;
- Madrasahs registered in Singapore;

### Individuals

- Singapore Citizen or Permanent Residents part of an informal group.
- **Submission May to 30June 2019**





# COMMUNICATIONS

## Enhanced Mileage for Partners

- Media Collaboration
- Partnership Acknowledgement
  - Events
  - Campaign Calendar
  - Collaterals



# RAIKAN ILMU MOVEMENT

## Many Hands

- Greater Outreach
- One Message
- Greater Impact



# RAIKAN ILMU MOVEMENT

## Join Us!

Find out more about how you can be a part of the Raikan Ilmu movement

## Contact Us

[raikanilmu@mendaki.org.sg](mailto:raikanilmu@mendaki.org.sg)

