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LEE KUAN YEW FUND FOR BILINGUALISM

# ANNUAL REPORT

FINANCIAL YEAR  
**2024/25**



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# About The Fund

The setting up of the Fund was announced on 28 November 2011 by Singapore's Founding Prime Minister, the late Mr Lee Kuan Yew, at the launch of his book *My Lifelong Challenge: Singapore's Bilingual Journey*. The Fund was incorporated on 22 February 2012 as a Company Limited by Guarantee and registered under the Charities Act on 4 March 2012 as a Charity with the Institution of Public Character ("IPC") status. The Fund is governed by its Memorandum and Articles of Association.

IPC Number

IPC000756

Company Registration Number

201204335M

Registered Address

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Website

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Auditor

RSM SG Assurance LLP

Company Secretary

Ms Tong Shan

Banker

DBS Bank



# Chairmen's Messages



## Chair's Message

Since its inception, the Lee Kuan Yew Fund for Bilingualism has played an important role in Singapore's bilingualism efforts, anchoring our national identity while equipping generations of Singaporeans to thrive in a multilingual and multicultural world. The Fund has remained committed to its mandate of delivering innovative, local programmes that promote bilingualism amongst children, youth, families and the community. These programmes are well received and have brought the community and partners together in creating a vibrant environment for our young to enjoy language learning.

More than just a skill, bilingualism is a cornerstone of our social fabric. For our children, especially those in their formative preschool years, early exposure to English and Mother Tongue languages builds a strong cognitive and cultural foundation that will serve them well into their later years. It strengthens not only language proficiency but also their sense of identity and belonging in a multilingual society.

Over the past year, the Fund has broadened its outreach through collaborations with strategic partners to harness digital media and social media platforms. These initiatives have reached across age groups and communities, reinforcing the idea that there are benefits in speaking more than one language, underscoring the enduring relevance and importance of being bilingual across all ages.

The Fund is providing meaningful opportunities for our youths, particularly those in Institutes of Higher Learning and young working adults, to participate in its initiatives. By highlighting the advantages of being bilingual, from enhancing career prospects to deepening cultural connections, the Fund aims to reignite their interest and confidence in using bilingualism in their daily lives.

I extend my gratitude to the past Chairmen and members of the Board for their exemplary leadership and invaluable contributions in championing the cause of bilingualism. With the continued support of the Board, Committee members, partners, and stakeholders, the Fund will not only build on its legacy but continue to find new and innovative ways to support Singaporeans in their bilingual journey.

A handwritten signature in black ink, appearing to read 'Desmond Lee', with a long horizontal stroke extending to the right.

**Desmond Lee**

Chair

Lee Kuan Yew Fund for Bilingualism





## 主席前言

自成立以来，李光耀双语基金在推广新加坡双语教育方面扮演着重要的角色，不仅巩固我们的国家认同感，也让新加坡人具备应对多语多元文化世界的优势。基金始终秉持宗旨，致力推行各类创新的本土项目，积极鼓励儿童、年轻人、家庭和社区培养双语能力。这些项目深受欢迎，成功凝聚了社区和合作伙伴的力量，为年轻一代营造一个充满活力的语言学习环境。

双语能力不只是一种技能，更是我们社会的根基，尤其在学前教育阶段，及早接触英语和母语能为孩子们奠定深厚的认知和文化基础，让他们终身收益。这不仅能提升他们的语言水平，更能增强他们在多语社会中的身份认同感和归属感。

过去一年，基金与合作伙伴联盟，积极使用数码媒体和社交平台扩大影响力。这些项目跨越不同年龄层和社群，强调掌握多种语言的优势，并凸显双语能力在各个年龄层的持续价值和重要性。

基金特别关注年轻群体，为高等教育学府的学生和年轻上班族，提供参与各项有意义的双语活动的机会。通过展现双语能力在事业发展和文化传承上的优势，基金致力激发他们在日常生活中运用双语的热忱和信心。



我衷心感谢历届主席和董事会成员为推广双语作出的宝贵贡献。在董事会、委员会成员、合作伙伴和参与方的持续支持下，基金将继续在原有的基础上，开拓创新，支持新加坡人提升双语能力。



**李智陞**

主席

李光耀双语基金



## Perutusan Pengerusi

Sejak penubuhannya, Dana Kedwibahasaan Lee Kuan Yew telah memainkan peranan penting dalam usaha kedwibahasaan Singapura, mengukuhkan identiti kebangsaan sambil melengkapkan generasi hari muka Singapura untuk berjaya dalam dunia berbilang budaya dan Bahasa. Dana ini kekal komited terhadap mandatnya untuk menyampaikan program-program tempatan yang inovatif yang menggalakkan dwibahasa dalam kalangan kanak-kanak, belia, keluarga dan masyarakat. Program-program ini diterima baik dan telah membawa komuniti dan rakan kongsi bersama-sama dalam mewujudkan persekitaran yang bertenaga untuk anak-anak kita menikmati pembelajaran bahasa.

Lebih daripada sekadar kemahiran, kedwibahasaan merupakan asas fabrik sosial kita. Bagi anak-anak kita, terutamanya mereka yang berada dalam tahun-tahun prasekolah formatif, pendedahan awal kepada bahasa Inggeris dan Bahasa Ibunda membina asas kognitif dan budaya yang kukuh yang akan memberi manfaat kepada mereka hingga ke usia lanjut mereka. Ia mengukuhkan bukan sahaja penguasaan bahasa tetapi juga rasa identiti dan jati diri mereka dalam masyarakat berbilang bahasa.

Sepanjang tahun lalu, Dana telah meluaskan jangkauannya melalui kerjasama dengan rakan kongsi strategik untuk memanfaatkan media digital dan platform media sosial. Inisiatif-inisiatif ini melangkaui jurang usia dan daerah, sekali gus menegaskan pendapat tentang faedah dalam bertutur lebih daripada satu bahasa. Hal ini turut menekankan kerelevanan dan kepentingan kedwibahasaan pada semua peringkat usia.

Dana ini menyediakan peluang yang bermakna untuk para belia kita, terutamanya mereka di Institut Pengajian Tinggi dan golongan pekerja muda untuk mengambil bahagian dalam inisiatif-inisiatifnya. Dengan menonjolkan kelebihan berdwibahasa, baik dalam mempertingkatkan prospek kerjaya mahupun memperdalamkan hubungan budaya, Dana bertujuan untuk menghidupkan semula minat dan keyakinan mereka dalam menggunakan dwibahasa dalam kehidupan seharian mereka.

Saya panjangkan rasa terima kasih kepada Pengerusi-Pengerusi dan ahli-ahli lembaga lalu atas kepimpinan dan sumbangan mereka yang tidak ternilai dalam memperjuangkan kepentingan dwibahasa. Dengan sokongan berterusan lembaga, jawatankuasa, rakan kongsi dan pihak berkepentingan, Dana bukan sahaja akan membina warisannya tetapi terus mencari cara baharu dan inovatif untuk menyokong rakyat Singapura dalam perjalanan dwibahasa mereka.



**Desmond Lee**

Pengerusi

Dana Kedwibahasaan Lee Kuan Yew



## தலைவர் உரை

இருமொழிக் கல்விக்கான லீ குவான் யூ நிதி, அதன் தோற்றுவிப்பு முதல் சிங்கப்பூரின் இருமொழிக் கொள்கைசார்ந்த முயற்சிகளில் முக்கியப் பங்காற்றிவருகிறது. நமது தேசிய அடையாளத்தை உறுதிப்படுத்துவதோடு பன்மொழி பன்முகப் பண்பாட்டைக்கொண்ட உலகில் சிங்கப்பூரர்கள் செழித்து விளங்கவேண்டி அவர்களுக்கு இந்நிதி பல தலைமுறைகளாக உதவி வருகிறது. குழந்தைகளிடத்திலும் இளைஞர்களிடத்திலும் குடும்பங்களிலும் சமூகத்திலும் இருமொழிக் கல்வியை ஊக்குவிக்கும் வகையில் புத்தாக்கமிக்க உள்ளூர்ப் பின்னணிசார்ந்த திட்டங்களை வழங்குவதில் நிதி கடப்பாட்டோடு செயல்பட்டுவருகிறது. இத்திட்டங்கள் நல்ல வரவேற்பைப் பெறுகின்றன. மேலும், இத்திட்டங்கள் வாயிலாக, நமது இளைஞர்கள் மொழியை மகிழ்வுடன் கற்பதற்குரிய ஏதுவான, துடிப்புமிக்க சூழலை உருவாக்கச் சமூகத்தையும் பங்காளிகளையும் ஒன்றிணைத்துள்ளன.

இருமொழியம் என்பது திறன்சார்ந்த ஒன்றாக இருந்தாலும் அது நமது சமூகப் பிணைப்புக்கு அடித்தளமாக விளங்குகிறது. நமது குழந்தைகள் குறிப்பாகப் பாலர் பருவத்தினர் தமது இளம் வயதிலேயே ஆங்கிலத்திலும் தாய்மொழிகளிலும் பெறும் அனுபவம் அவர்களுக்கு வலுவான அறிவாற்றலையும் பண்பாட்டு

அடித்தளத்தையும் வழங்கும். அத்தோடு, அவை அவர்களின் பிற்கால வாழ்க்கைக்கும் உதவும். இது மொழித் தேர்ச்சியை மட்டுமன்றி, பன்மொழி சமூகத்தில் அவர்களின் அடையாள உணர்வையும் உரிமையுணர்வையும் வலுப்படுத்துகின்றன.

கடந்த ஆண்டில், நிதி தனது செயல்பாட்டை விரிவுபடுத்துவதற்கு மின்னிலக்க ஊடகங்களையும் சமூக ஊடகத் தளங்களையும் உத்தியூர்வ பங்காளித்துவத்தின் கூட்டிணைவின் துணைகொண்டு பயன்படுத்தியுள்ளது. இந்த முயற்சிகள் அனைத்து வயதினரையும் சமூகங்களையும் சென்றடைந்துள்ளன. ஒன்றுக்கு மேற்பட்ட மொழிகளைப் பேசுவதால் பல நன்மைகள் உண்டு என்னும் கருத்தை வலுயறுத்தி, அனைத்து வயதினருக்கும் இருமொழித் திறனின் நிலைத்த பொருத்தப்பாட்டையும் முக்கியத்துவத்தையும் எடுத்துக்காட்டியுள்ளன.

உயர்கல்விக் கழகங்களிலுள்ள மாணவர்களும் வேலை செய்யும் இள வயதினரும் நிதி வழங்கும் முயற்சிகளில் பங்கேற்க அர்த்தமுள்ள வாய்ப்புகளை அளித்து வருகிறது. வாழ்க்கைத்தொழில் வாய்ப்புகளை மேம்படுத்துவது முதல் பண்பாட்டு இணைப்புகளை ஆழப்படுத்துவது வரை, இருமொழித் திறனின் நன்மைகளை எடுத்துக்காட்டி, அவர்களின் அன்றாட வாழ்க்கையில் இருமொழிப் பயன்பாட்டில் அவர்களின் ஆர்வத்தையும் தன்னம்பிக்கையையும் மீண்டும் தூண்டுவதே நிதியின் நோக்கமாகும்.

இருமொழிக் கொள்கையை முன்னெடுப்பதில் சிறந்த தலைமைத்துவத்துவத்தையும் மதிப்புமிக்கபங்களிப்பையும் வழங்கிய நிதியின் முன்னாள் தலைவர்கள், மேன்மைக்குழு உறுப்பினர்கள் அனைவருக்கும் எனது நன்றியைத் தெரிவித்துக்கொள்கிறேன். நிதியின் செயற்பாட்டுக் குழு உறுப்பினர்கள், பங்குதாரர்கள், பங்காளிகள் முதலியோரின் தொடர் ஆதரவுடன், இந்த

நிதி தனது பாரம்பரியத்தை மேம்படுத்துவதோடு  
மட்டுமல்லாமல், சிங்கப்பூரர்களின் இருமொழி  
பயணத்தை ஆதரிப்பதற்குரிய புதிய, புத்தாக்கமிக்க  
வழிகளைத் தொடர்ந்து கண்டறியும்.



**டெஸ்மண்ட் லீ**

தலைவர்

இருமொழிக் கல்விக்கான லீ குவான் யூ நிதி



## Chair's Message

The Lee Kuan Yew Fund for Bilingualism recognises the critical need to maintain a strong emphasis on bilingualism in Singapore. Over the years, the Fund has evolved and supported quality programmes and resources for youths and young adults, with the aim of promoting bilingualism as living languages that shape our worldview, values and identity.

As we reflect on another year of progress and innovation in the promotion of bilingualism, I am pleased to share the strides made by the Lee Kuan Yew Fund for Bilingualism (LK YFB) in 2024. In empowering our youth, particularly Gen Z and millennials, to navigate an ever-evolving global landscape, we do so with the conviction that bilingualism equips them to communicate more effectively, and also develops in them cultural awareness, a strong sense of identity, and the confidence to engage meaningfully with the world.

The Fund embarked on several collaborative projects that tapped into the creative energy and digital fluency of this generation. Through strategic partnerships with MediaCorp's Bloomr.SG, Temasek Polytechnic, Titan Digital Media, and documentary filmmaker Ong Kah Jing, we broadened our reach and deepened our engagement with younger audiences. These initiatives - ranging from vibrant social media campaigns and bilingual short videos to popular YouTube series and a thought-provoking podcast - offered authentic, relatable reflection points around bilingualism. By showcasing language use in contemporary, everyday contexts, they affirmed bilingualism not only as a means of communication, but also as an evolving, expressive medium



that strengthens cultural identity and empowers the next generation.

Looking ahead, the Fund will continue building on this momentum by forging stronger partnerships to build a dynamic and robust ecosystem that nurtures and celebrates bilingualism. By engaging educators, community leaders, industry partners, and families, we aim to create an environment where bilingualism flourishes naturally in everyday life. Beyond language acquisition, our vision is to promote cultural understanding and foster an environment where bilingualism becomes a bridge to both local heritage and global opportunities.

The initiatives launched in FY2024 stand as a testament to the power of collaboration and the boundless potential of bilingual learning. I extend my sincere appreciation to all partners, stakeholders, and team members for their unwavering support and dedication.

Together, we can nurture a lifelong love for bilingualism in every Singaporean. The ability to speak at least two languages and understand at least two cultures will enable us to maintain a strong link to our heritage and forge meaningful connections with people around the world.



**Chan Chun Sing**

Former Chair

Lee Kuan Yew Fund for Bilingualism



## 主席前言

李光耀双语基金深知在新加坡维持双语教育的重要性。基金近几年积极发展并支持面向年轻人的优质双语项目和资源，致力于推广双语作为塑造我们世界观、价值观和身份认同的生活语言。

在瞬息万变的全球环境下，我们坚信双语有助于加强年轻人，尤其是Z世代和千禧一代的应对能力。双语不仅能提升年轻人的沟通能力，更能培养他们的文化意识和身份认同，并赋予他们与外界交流的信心。

回顾2024年推广双语的进展与创新，基金开展了多项合作项目，充分发挥了新一代的创意和数码技能。通过与新传媒Bloomr.SG、Titan Digital Media、淡马锡理工学院和纪录片制作王傢靖建立的战略合作伙伴关系，我们扩大了年轻受众群，并加强与他们的互动。这些项目的内容涵盖了各种贴近生活的场景，其中包括充满活力的社交媒体宣传、双语短视频、大受欢迎的YouTube系列节目和发人深省的播客，引发年轻人对双语的思考。这些举措展现了双语在日常生活中的应用，印证双语不仅是沟通工具，更是一种与时俱进的表达媒介，既能强化文化认同，又能为下一代开启更多机遇。

2024财年度推出的各项计划充分展现了协作的力量和学习双语所创造的无限发展空间。我们衷心

感谢所有合作伙伴、参与方和团队成员一直以来的支持与贡献。

展望未来，基金将继续乘势而上，通过建立更紧密的伙伴关系，打造一个充满活力、坚韧有力的生态系统，以培育并弘扬双语能力。我相信我们能够携手培养国人对双语的终身热忱。掌握双语及了解双文化的能力，将有助于我们传承文化，并与全球各地建立有意义的联系。



**陈振声**

前任主席

李光耀双语基金



## Perutusan Pengerusi

Dana Kedwibahasaan Lee Kuan Yew akur akan keperluan mendesak terhadap penekanan kedwibahasaan di Singapura. Selama ini, Dana ini telah berkembang dan menyokong program-program serta bahan-bahan yang berkualiti bagi golongan muda dan belia bertujuan untuk mempromosikan kedwibahasaan sebagai bahasa yang hidup yang dapat membentuk pandangan dunia, nilai dan jati diri.

Sambil kita mengimbau kemajuan dan pembaharuan untuk mempromosikan kedwibahasaan, saya berbesar hati untuk kongsi langkah-langkah yang diambil oleh Dana Kedwibahasaan Lee Kuan Yew (LKYFB) pada tahun 2024. Dalam pemerkasaan belia, khususnya golongan Gen Z dan milenial untuk mengemudi landskap global yang sentiasa berubah, kami melakukannya dengan kesedaran bahawa kedwibahasaan mampu mempersiapkan mereka untuk cekap berbahasa, membina kesedaran berbudaya, membina jati diri yang kukuh dan yakin untuk menjalinkan hubungan serta interaksi yang bermakna dengan dunia sekeliling.

Dana ini telah memulakan beberapa projek kolaboratif yang memanfaatkan tenaga kreatif dan kefasihan digital generasi masa kini. Melalui hubungan strategik dengan Bloomr.SG dan MediaCorp, Politeknik Temasek, Titan Digital Media dan pembuat filem dokumentari Ong Kah Jing, kami meluaskan jaringan kami dan memperdalam penglibatan kami dengan penonton yang lebih muda. Inisiatif ini bermula daripada penggunaan media sosial yang rancak serta video pendek dwibahasa hinggalah ke siri YouTube yang popular dan podcast yang merangsang pemikiran menyajikan renungan

yang autentik mengenai kedwibahasaan. Dengan mempamerkan penggunaan bahasa dalam konteks seharian, kedwibahasaan bukan sahaja dilihat sebagai satu alat komunikasi, tetapi juga sebagai medium ekspresi yang berkembang untuk mengukuhkan identiti budaya dan memperkasa generasi mendatang.

Memandang ke hadapan, Dana akan terus membina hubungan strategik yang lebih kukuh untuk membina ekosistem yang dinamik bagi usaha untuk memupuk dan meraikan kedwibahasaan. Dengan melibatkan para pendidik, pemimpin masyarakat, rakan kongsi industri dan keluarga, kami berhasrat untuk mewujudkan persekitaran yang menggalakkan perkembangan kedwibahasaan secara semula jadi dalam kehidupan seharian. Selain pemerolehan bahasa, visi kami adalah untuk menggalakkan pemahaman budaya dan memupuk persekitaran di mana kedwibahasaan menjadi jambatan antara warisan tempatan dengan peluang global.

Inisiatif-inisiatif yang dilancarkan pada Tahun Kewangan 2024 menjadi bukti mengenai semangat kerjasama serta peluang yang tidak terbatas untuk membina kemahiran berdwibahasa. Saya mengucapkan setinggi-tinggi penghargaan kepada semua rakan kongsi, pihak berkepentingan dan ahli-ahli pasukan LKYFB atas sokongan dan dedikasi yang tidak berbelah bahagi.

Bersama, kita dapat menyemai rasa cinta akan kedwibahasaan dalam setiap warga Singapura. Keupayaan untuk menggunakan sekurang-kurangnya dua bahasa dan memahami sekurang-kurangnya dua budaya memastikan kita mempunyai hubungan yang kuat dengan warisan kita dan membina hubungan yang bermakna dengan orang di seluruh dunia.



**Chan Chun Sing**

Mantan Pengerusi

Dana Kedwibahasaan Lee Kuan Yew

## தலைவர் உரை

இருமொழிக் கல்விக்கான லீ குவான் யூ நிதி, சிங்கப்பூரில் இருமொழிக் கல்விக்கு வலுவான முக்கியத்துவம் அளிப்பதன் இன்றியமையாமையை அங்கீகரிக்கிறது. கடந்த ஆண்டுகளில் இந்த நிதி பரிணாம வளர்ச்சி கண்டுள்ளது. இது இளைஞர்களுக்கும் இளம் வயதினருக்குமான தரமான திட்டங்களையும் வளங்களையும் ஆதரித்து வருகிறது. நமது உலகக் கண்ணோட்டத்தையும் விழுமியங்களையும் அடையாளத்தையும் வடிவமைக்கும் வாழும் மொழிகளாக இருமொழியை ஊக்குவிப்பதே இதன் நோக்கமாகும்.

2024-ஆம் ஆண்டில் இருமொழிக் கல்வியை ஊக்குவிப்பதில் ஏற்பட்ட மேம்பாட்டையும் புத்தாக்கத்தையும் நினைவுகூரும் வேளையில், இருமொழிக் கல்விக்கான லீ குவான் யூ நிதியின் (LKYFB) முன்னேற்றங்களைப் பகிர்ந்துகொள்வதில் மகிழ்ச்சி அடைகிறேன். மாறிவரும் உலகளாவிய சூழலில், குறிப்பாக 'Z' தலைமுறையினருக்கும் 'மில்லினியல்' தலைமுறையினருக்கும் இந்த நிதி வாயிலாக வலுச்சேர்க்க நாங்கள் விழைகிறோம். இருமொழித்திறன் அவர்கள் பிறருடன் சிறப்பாகத் தொடர்புகொள்ளவதற்கு உதவுகிறது; மேலும், அவர்கள் பண்பாட்டு விழிப்புணர்வையும் வலுவான அடையாளத்தையும் பெறுவதோடு தன்னம்பிக்கையோடு உலகத்தினருடன் அர்த்தமுள்ள வகையில் பலவற்றில் ஈடுபட முடிகிறது.



என்னும் திடமான நம்பிக்கையுடன் நாங்கள் செயல்படுகிறோம்.

இந்தத் தலைமுறையினரின் படைப்பாற்றலையும் மின்னிலக்க திறமையையும் பயன்படுத்தும் பல கூட்டுத் திட்டங்களை நிதி தொடங்கியது. மீடியாகார்ப்பின் Bloomr.SG, டெமாசெக் (துமாசிக்) பலதுறைத் தொழிற்கல்லூரி டைட்டன் டிஜிட்டல் மீடியா ஆகியவற்றுடனும் ஆவணப்பட இயக்குனர் ஓங் கா ஜிங் என்பாருடனும் உத்திப்பூர்வ பங்காளித்துவம் வாயிலாக நாங்கள் எங்கள் அணுகுமுறையை விரிவுபடுத்தினோம். இளைய பார்வையாளர்களுடனான எங்கள் ஈடுபாட்டை ஆழப்படுத்தினோம். துடிப்பான சமூக ஊடகப் பிரச்சாரங்கள், இருமொழிக் குறும்படங்கள், பிரபலமான யூடியூப் தொடர்கள், சிந்தனையைத் தூண்டும் வலையொளி (Podcast) முதலியன இருமொழி பற்றிய உண்மையான தொடர்புடைய சிந்தனைத் துளிகளை வழங்கின. சமகால, அன்றாட சூழல்களில் மொழிப்பயன்பாட்டைக் காட்சிப்படுத்துவதன் வழியே, இருமொழி என்பது வெறும் தொடர்பு சாதனமாக மட்டுமல்லாமல், பண்பாட்டு அடையாளத்தை வலுப்படுத்தி, அடுத்த தலைமுறையினருக்கு வலுவூட்டும் வளர்ந்து வரும் வெளிப்பாட்டு ஊடகமாகவும் விளங்குகிறது.

வருங்காலத்தில் வலுவான பங்காளித்துவங்களை உருவாக்கி இருமொழித்துவத்தை வளர்த்து, அதைக் கொண்டாடும் துடிப்புமிக்க, வலுவான சுற்றுச்சூழலை உருவாக்கும் இந்த உத்வேகத்தை இந்த நிதி தொடர்ந்து கட்டிக்காக்கும். கல்வியாளர்கள், சமூகத் தலைவர்கள், தொழில்துறை பங்காளிகள், குடும்பங்கள் ஆகியவற்றை ஈடுபடுத்துவதன் வாயிலாக அன்றாட வாழ்க்கையில் இருமொழி இயல்பாகச் செழிக்கும் சூழலை உருவாக்க நாங்கள் முயல்கிறோம். மொழி கற்றலுக்கு அப்பால், பண்பாட்டுப் புரிந்துணர்வை ஊக்குவிப்பதும் உள்ளூர்ப் பாரம்பரியம் மற்றும் உலகளாவிய வாய்ப்புகளுக்கான



ஒரு பாலமாக இருமொழிக் கல்வியை உருவாக்குவதும் எங்கள் தொலைநோக்காகும்.

நிதியாண்டு 2024-இல் தொடங்கப்பட்ட முயற்சிகளும் கூட்டுறவும் இருமொழிக் கல்வியின் எல்லையற்ற சாத்தியக்கூறுகளுக்குச் சான்றாகத் திகழ்கின்றன. அனைத்து பங்காளிகள், பங்குதாரர்கள், குழு உறுப்பினர்கள் ஆகியோரின் உறுதியான ஆதரவுக்கும் அர்ப்பணிப்புக்கும் எனது மனமார்ந்த நன்றியைத் தெரிவித்துக் கொள்கிறேன்.

வாழ்நாள் முழுதும் அன்பு செலுத்தும் பண்பை வளர்க்க நாம் ஒன்றிணைந்து செயல்பட முடியும். குறைந்தது இரண்டு மொழிகளைப் பேசுந்திறனையும், குறைந்தது இரண்டு பண்பாடுகளைப் புரிந்துகொள்ளுந்திறனையும் பெற்றிருப்பது நமது பாரம்பரியத்துடன் வலுவான தொடர்பை ஏற்படுத்திக்கொள்ள முடியும். மேலும், உலகெங்கிலுமுள்ள மக்களுடன் அர்த்தமுள்ள தொடர்புகளை ஏற்படுத்திக்கொள்ளவும் இத்திறன்கள் நமக்கு உதவும்.



**சான் சுன் சிங்**

முன்னாள் தலைவர்

இருமொழிக் கல்விக்கான லீ குவான் யூ நிதி



# Board of Directors

The Board comprises leaders from the private sector and the community, academics and senior public servants. The Board provides strategic direction for the Fund. Its members have oversight of the management, administration, as well as publicity and outreach activities related to the Fund.

The members of the Board are:



**Mr Desmond Lee 李智陞**

**Chair**

*Appointed on 23 May 2025*

Minister for Education

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**Mr Chan Chun Sing 陈振声**

**Former Chair**

*Appointed from 22 May 2021 to 22 May 2025*

Coordinating Minister for Public Services and  
Minister for Defence

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**Ms Jasmin Lau 刘洁敏**

**Vice-Chair**

*Appointed on 23 May 2025*

Minister of State  
Ministry of Education and  
Ministry of Digital Development and Information

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**Ms Gan Siow Huang 颜晓芳**

**Former Vice-Chair**

*Appointed from 5 July 2022 to 22 May 2025*

Minister of State  
Ministry of Foreign Affairs and  
Ministry of Trade and Industry

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**Ms Goh Poh Gek 吴宝玉**

**Treasurer**

*Appointed on 1 April 2022*

Chief Financial Officer  
Finance & Procurement Division  
Ministry of Education

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**Mdm Rahayu Mahzam****Member***Appointed on 1 April 2018*

Minister of State  
Ministry of Digital Development and Information and  
Ministry of Health

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**Mr Wong Siew Hoong 王斯芸****Member***Appointed on 1 April 2018*

Advisor  
Ministry of Education

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**Mr Ong Chao Choon 王绍春****Member***Appointed on 12 October 2020*

Former Deputy Chairman & Advisory Leader  
PricewaterhouseCoopers (PwC) Singapore

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**Associate Professor Tan Chee Lay 陈志锐****Member***Appointed on 1 April 2022*

Associate Dean  
Graduate Studies and Professional Learning  
National Institute of Education  
Nanyang Technological University

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**Mr K Ramamoorthy கி. ராமமூர்த்தி****Member***Appointed on 1 April 2022*

Senior Lecturer  
Republic Polytechnic

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**Mr Chua Chim Kang 蔡深江****Member***Appointed on 1 April 2018*

Media Professional

**Mr Kuek Yu Chuang 郭又銓****Member***Appointed on 1 April 2022*Deputy CEO  
SPH Media Limited**Ms Lee Huay Leng 李慧玲****Member***Appointed on 1 April 2022*Editor-in-Chief  
Chinese Media Group  
SPH Media Limited**Dr Norshahril Bin Saat****Member***Appointed on 1 April 2024*Senior Fellow & Coordinator  
Regional Social and Cultural Studies Programme  
ISEAS-Yusof Ishak Institute**Ms Lim Sau Hoong 林少芬****Member***Appointed on 1 April 2024*Founder and Director  
Shaofen Labs Pte Ltd



# Governance Structure & Policies



# Governance Structure

The Fund has set up six committees in support of its work.

## Executive Committee

The Executive Committee assists the Board in the stewardship and oversight of the Fund. The Executive Committee exercises such powers and functions on behalf of the Board on matters that have been specifically delegated to the committee.

## Audit and Risk Committee

The Audit and Risk Committee oversees the corporate governance and ensures that the Fund practises good corporate governance. The Audit and Risk Committee periodically reviews the Fund's key processes and practises and checks that they comply with regulatory requirements. It also reviews related-party transactions for potential conflicts of interest and ensures that proper measures to mitigate such conflicts of interests have been put in place.

## Investment Advisory Committee

The Investment Advisory Committee oversees the investment of the Fund in accordance with the broad investment policy approved by the Board.

## Project Evaluation Committee

The Project Evaluation Committee oversees the proposals which are submitted to the Fund for grant funding. The Project Evaluation Committee evaluates proposals for funding support and monitors the progress of the supported proposals.

## Publicity and Outreach Resource Panel

The Publicity and Outreach Resource Panel fosters community commitment to bilingualism through a public communications strategy to garner support for Fund-supported initiatives, encouraging donations, providing accessible platforms for public contributions, and promoting proposals that support bilingualism.



### **Research Advisory Panel**

The Research Advisory Panel comprises locally based academics in the field of bilingualism. The Research Advisory Panel advises the Board in the area of research and how it can be used to support the Fund's work.

## **Governance Policies**

### **Conflict of Interest Policy**

The Fund practises a documented procedure for its Board and Committee members to declare any conflict of interest at the earliest opportunity possible. Any Board or committee member who has conflict of interest is required to abstain from voting in the interested transaction.

### **Whistle-blowing Policy**

The Fund has a whistle-blowing policy which enables stakeholders to report and disclose improper or illegal activities. It is our policy to fully investigate such reports and disclosures and all reports will be treated strictly confidential and promptly investigated, and reports can be made anonymously, if desired. Details can be found on our website.

### **Remuneration Policy**

Board and Committee members are not paid for their services by the Fund. The Fund does not employ any staff.

### **Reserves Policy**

The reserves of the Fund provide financial stability and a means for the development of the Fund's activities. The Fund intends to maintain the reserves at no less than five years of its operating expenditure. The Board of Directors reviews the level of reserves regularly for the Fund's continued obligations.

## Compliance with Code of Governance Evaluation Checklist

The Fund has complied with the Code of Governance for Charities and IPCs that was launched by the Charity Council. A copy of the Governance Evaluation Checklist is attached with this report.

## Term Limit of the Board

To ensure steady renewal of the Board, the Board has a term limit of nine years. The Treasurer position has a term limit of four consecutive years of service. Where appropriate, the Board may approve to extend the term limit for some Board members to 10 years.

## Board Meeting and Attendance

A total of two Board meetings were held between 1 April 2024 and 31 March 2025. The individual Board members' attendance at the meetings is as follows:

Board Members	Attendance
Mr Chan Chun Sing	2 out of 2
Ms Gan Siow Huang	2 out of 2
Mr Wong Siew Hoong	2 out of 2
Ms Goh Poh Gek	2 out of 2
Mdm Rahayu Mahzam	2 out of 2
Mr Ong Chao Choon	2 out of 2
Mr Kuek Yu Chuang	2 out of 2
Ms Lee Huay Leng	2 out of 2
Dr Norshahril Bin Saat	2 out of 2
A/P Tan Chee Lay	1 out of 2
Mr Chua Chim Kang	1 out of 2
Mr K Ramamoorthy	0 out of 2
Ms Lim Sau Hoong	0 out of 2



# Fund-Supported Resources

Since the inception of the Lee Kuan Yew Fund for Bilingualism in 2011, it has supported numerous initiatives to promote the learning and use of bilingualism/MTLs among young children and young adults. In FY2024/25, the Fund supported various proposals to develop print, audio, and multi-modal resources, and programmes that promote the learning and use of bilingualism as living languages and a lifelong endeavour among both target groups.

As part of LKYFB's collaborative initiatives, the Fund has strategically expanded its collaborative endeavours to embrace digital platforms and creative content development through partnerships with Titan Digital Media Pte Ltd, OKJ Works, Temasek Polytechnic and MediaCorp's Bloomr.SG. These partnerships have yielded a diverse range of engaging content, from dynamic social media campaigns to compelling bilingual short videos, popular YouTube series, and thought-provoking podcasts, each carefully crafted to present bilingualism in contemporary settings.



By leveraging our partners' creative expertise and digital capabilities, these collaborations have effectively showcased how language shapes our daily interactions and strengthens cultural bonds, demonstrating that bilingualism extends beyond mere communication — it serves as a vibrant, evolving medium that both preserves cultural heritage and empowers future generations to express themselves authentically.

## COLLABORATIVE PROJECTS

**Reach** Youths/Young Adults

**When** April to August 2024

### ***“The Finish Line” Bilingualism Competition*** by Titan Digital Media Pte Ltd



▲ The [First Episode](#) showcases contestants' diverse language abilities and viewpoints in this bilingual competition, setting up future challenges whilst building viewer anticipation.



▲ In the [Second Episode](#), contestants face their first elimination, combining Chinese Language and cooking skills as they decipher grocery lists and recipes under pressure.

LKYFB partnered with Titan Digital Media to produce “*The Finish Line*” *Bilingualism Competition*, an innovative six-episode reality game series that showcased practical applications of bilingualism in dynamic real-world scenarios. The competition featured thirty contestants proficient in Chinese, Malay, or Tamil Languages, who demonstrated their linguistic expertise through various challenges ranging from culinary tasks to cultural missions across Singapore.

The series culminated in three champions — one from each Mother Tongue Language group — who each claimed a share of the \$10,000 prize pool. Streamed on Team Titan’s YouTube Channel, the series achieved remarkable success, garnering 492,682 global views within its first three months, particularly resonating with young adults aged 18 to 25.

Through engaging challenges that tested both linguistic abilities and practical skills, contestants navigated tasks that required them to work individually and collaboratively, demonstrating how bilingualism transcends mere language proficiency. The competition’s format not only entertained but also effectively showcased the practical value of mother tongue languages in everyday scenarios.

Watch the full series on [Team Titan’s YouTube Channel](#).





▲ In the [Third Episode](#), contestants navigate a board game challenge featuring Malay idioms, using strategy and language skills to outmanoeuvre opponents.



▲ In the [Fourth Episode](#), contestants tackle Tamil Language challenges at the Science Centre, completing personal missions whilst exploring interactive exhibits.



▲ In the [Fifth Episode](#), contestants form multicultural teams, racing across Singapore to solve multilingual challenges that test their teamwork and language abilities.



▲ In the thrilling [Finale](#) of 'The Finish Line', finalists face a Sports Day challenge that combines linguistic skills with physical and mental tests.

**Reach** Youths/Young Adults

**When** April to August 2024

## ***“Qrious Culture”***

by OKJ Works



▲ In [Episode One](#), Yusri ‘Shaggy’ Sapari’s award-winning ‘Trailer Boys’ documentary reveals how mother tongue mastery enables authentic storytelling. His intimate portrait of Singapore’s truck drivers demonstrates how language confidence creates meaningful cultural connections.

▲ In [Episode Two](#), Tan Chin Hsien’s documentary ‘The Recipe’ captures his quest to preserve his grandfather’s duck recipe legacy. Overcoming language barriers, his journey shows how bilingualism helps younger generations maintain cultural heritage.



▲ In [Episode Three](#), Wee Antong’s documentary ‘Mother & Daughter’ explores family dynamics through conversations with her grandmother and mother. Her willingness to use mother tongue unlocks meaningful generational dialogue and family understanding.

▲ In [Episode Four](#), Priyanka Tamilarasan’s documentary ‘Abinayam (Expressions)’ portrays a Bharatanatyam dancer with Multiple Sclerosis. Her Tamil fluency enables authentic storytelling, bridging cultural gaps whilst sharing this powerful narrative with diverse audiences.

LKYFB supported OKJ Works in launching *“Qrious Culture”*, an innovative project featuring four video podcasts and a showcase event that promoted bilingualism through local documentaries. The series explored themes of growth and self-discovery, targeting youth and young adults aged 17-35.



The project showcased compelling documentaries by young filmmakers who used their bilingual abilities to tell powerful stories about Singapore's diverse communities, family heritage, and cultural traditions. These stories ranged from exploring the lives of heavy vehicle drivers to preserving family recipes, uncovering intergenerational narratives, and celebrating cultural art forms.

Within three months of launch, the podcast series garnered over 100,000 views with social media reach exceeding 200,000. The project culminated in the “*Qrious Culture*” Showcase on 1 September 2024, where participants engaged directly with the filmmakers and discussed the future of bilingual content creation in Singapore. The initiative received significant media coverage across eight platforms and successfully influenced young Singaporeans' attitudes towards mother tongue languages, with many participants expressing renewed motivation to strengthen their bilingual capabilities.

To explore the full series of documentaries, visit the [Qrious Culture YouTube playlist](#).

▼ Panel Discussion with documentary filmmakers.



► From left, Mr Ong Kah Jing, Cultural Documentary Storyteller of OKJ Works, with Guest of Honour Mr Kuek Yu-Chuang, Deputy CEO of SPH Media, and Industry Professionals Ms Jacqueline Tan, Director of School of Film & Media Studies at Ngee Ann Polytechnic, and Dr Mohd Mukhlis Abu Bakar, Head and Associate Professor of the Department of Asian Languages & Cultures at NIE, NTU.



► Screening of a bilingual documentary.



► Panel Discussion with Guest of Honour, and Industry Professionals.



**Reach** Secondary, Post-Secondary and Polytechnic Students

**When** 8 November 2024

## ***“We Are Bilingual, We Are Cool”***

by Temasek Polytechnic



▲ Film screening at TP Design Camp Event.

In line with the Fund’s efforts to extend outreach to youths, the Fund collaborated with Temasek Polytechnic (TP), School of Design (DES) in the development of 10 short videos to promote the active use of bilingualism.

Through a curriculum integration approach, 70 Year-2 students pursuing Diploma in Digital Film and Television in DES were tasked with the ideation of suitable video narratives to enthuse fellow youths to actively practice bilingualism. Set in the local context, the videos creatively showcased bilingualism in various scenarios relatable to Singaporean youths.

▼ Engaging dialogue session with the young filmmakers.



On 8 November 2024, a film screening was held at TP’s Design Camp event, followed by a dialogue session with the Year 2 DES students. The dialogue session allowed the audience to interact with the young filmmakers, who reflected on how the collaboration project offered them greater appreciation of bilingualism as living languages, motivating them to improve their bilingual fluency. This sentiment was echoed by the audience via a post-event survey, with 100% of respondents recognizing the importance of bilingualism for a design career, specifically how bilingualism enables connection with more people from different cultures and enriches perspectives for new ideas.



The videos were also screened and well received during TP-organised secondary schools learning journeys between October to November 2024. Overall, the videos reached more than 400 secondary school students from 26 schools and continue to be available for viewing on the Fund’s YouTube channel. Click [here](#) to view TP Collaboration Project Videos Playlist.





**Reach** Youths/Young Adults

**When** 11 February 2025

## ***“Survive Mother Tongue Island for 24 Hours”***

by MediaCorp Pte Ltd



(Left to Right)

The three influencers being challenged to survive and thrive using their bilingual skills.

Three friends stranded on a deserted island, hanging on dearly to bilingualism as their lifeline.

Bilingualism meets the outdoors as the three build a tent using instructions in their Mother Tongue.

The influencers race against time to unlock more ‘treasures’ to help them survive in their challenge.

MediaCorp Pte Ltd in the development of “*Survive Mother Tongue Island for 24 Hours*”, a youth-oriented digital campaign that used short-form video content to promote bilingualism in a playful and relatable way.

Launched on 11 February 2025 across the social media platforms of three Key Opinion Leaders — Trevor Tham, Abraham Delaure, and Munah Bagharib — the campaign invited viewers to follow the trio as they took on the challenge of surviving on a fictional island where only Mother Tongue languages were spoken. Each influencer had to rely on their command of their respective Mother Tongue to complete a range of interactive and culturally grounded tasks.

Through seven short videos posted on [Instagram](#) and TikTok, the campaign offered a humorous yet thoughtful take on the role of language in daily communication. It underscored how bilingual skills remain relevant and valuable in everyday settings, even in light-hearted or unexpected situations.

With a total collective reach of 1,376,463 views across platforms, “*Survive Mother Tongue Island for 24 Hours*” succeeded in engaging youth audiences on their preferred platforms, showing that bilingualism can be both fun and culturally meaningful.

## COMMUNITY SERIES

**Reach** Preschoolers,  
Parents of Young Children,  
Preschool Educators and  
Youths/Young Adults

**When** September 2024 –  
January 2025

**Where** National Library Board,  
The Smart Local and  
The Daily Ketchup2025

The Lee Kuan Yew Fund for Bilingualism's signature Community Series programme evolved significantly this year, reflecting our new strategic focus on youth while maintaining our commitment to early childhood bilingualism.

This year's programme successfully delivered six sessions in total, with two dedicated to youth engagement and four focusing on parent education, marking a strategic shift in our outreach efforts while maintaining our core mission of promoting bilingualism across generations.

### Parent Workshops

The Fund conducted "*Learn, Play and Grow: The Joy of Bilingualism*" workshops in Chinese, Malay, and Tamil at heartland libraries for parents of young children and preschoolers.



▲ LKYFB Community Series 2024, *Learn, Play and Grow: The Joy of Bilingualism* workshops in Chinese, Malay, and Tamil at heartland libraries.

▲ Tamil Session at Woodlands Regional Library – “Words Without Borders”. Dr Lalitha from National Institute of Early Childhood Development (NIEC) conducting the interactive ‘Words Without Borders’ session, sharing practical bilingual learning strategies.

► Families exploring LKYFB-supported Tamil readers and resources designed for preschoolers.







▲ Workshop participants immersed in hands-on Tamil Language activities, discovering creative ways to nurture bilingualism at home.



▲ Children and parents bonded over a mini “sound lab,” experimenting with drums, shakers, and other fun objects to add rhythm and texture to each tale.

▲ Malay Session at Tampines Library. Mr Aqmal N showed parents how to make stories leap off the page — using dynamic voices, expressive gestures, and simple props found around the house.



▲ Everyone went home inspired, armed with a takeaway kit of reading prompts and a curated book list to keep the creative momentum going long after the session ended.





▲ Titled “My Box Is Talking To Me”, the Chinese session was conducted by Ms Daisy Zhao Xiaqing, a bilingual educator and theatre practitioner. The session introduced creative methods for parents and children to co-create their own stories using household items and encourage bilingual interaction through imaginative play.



▲ Grooving along to a familiar tune with made-up lyrics in English and Chinese language.



▲ Transforming to brave archers with just some imagination and hangers.



▲ Webinar – “The Best Way to Raise Bilingual Kids”. Breaking New Ground: LKYFB’s inaugural webinar draws record-breaking attendance of 200 parents, surpassing traditional in-person sessions tenfold.

## Parent Webinar

The inaugural LKYFB webinar, ‘The Best Way to Raise Bilingual Kids’, marked a significant milestone in our outreach efforts. Targeting parents of young children under 6 from both bilingual and English-dominant households, the virtual session achieved unprecedented engagement with 200 participants — ten times the typical attendance of our traditional face-to-face workshops. This remarkable turnout demonstrated the effectiveness of digital platforms in reaching a wider parent community.



▲ Expert Insights: (Left) Professor Yow Wei Quin (SUTD) and (Right) Dr Raudhah Yahya (NIEC) share evidence-based strategies for raising bilingual children.



▲ EDM for The Daily Ketchup social media content creation workshop that received overwhelming response.

## Youth Workshops

The Fund organised learning journey cum social media content creation workshops with The Smart Local and The Daily Ketchup on 30 September 2024 and 4 October 2024 respectively.

The workshops aim to leverage on youths' interest in social media and highlight the potential of bilingualism in content creation. Speakers from both workshops shared valuable insights with the participants on effective and impactful visual storytelling and tools for social media content, followed by hands-on activities to ideate and pitch content that encourages active use of bilingualism.

Both workshops were oversubscribed with overwhelming response and received positive feedback from youths' participants who expressed interest in more of such workshops.



▲ Participants engaged in a hands-on content creation activity.



▲ Gaining valuable tips from Daniel Lim, content creator and co-host of the popular podcast 'The Daily Ketchup'.



▲ All smiles after the enriching workshop!





▲ The Smart Local's John Lim and Alastair Pang shared insights into the world of content creation as part of LKYFB's Community Series 2024 on 4 October 2024.



▲ A participant asking questions about content creation.



▲ The Smart Local introducing two of its Key Opinion Leaders to participants of the workshop.



▲ Group shot of participants of The Smart Local Learning Journey cum Workshop.

## PERIODICALS

Reach Preschool Children

### *Thumbs Up Little Junior*

《小小拇指》

by SPH Media Limited, Lianhe Zaobao 联合早报



▲▼ Colourful covers and bilingual content of 2024 TULJ periodical issues.



The Fund supported SPH Media Limited in the development of the fortnightly periodical *Thumbs Up Little Junior* (TULJ) that comes with a mobile app for preschoolers and a nursery rhymes competition.

With a focus on localised content, the periodicals continue to feature short stories, rhymes and bite sized news relatable to young children, providing authentic opportunities to learn and apply Chinese Language. On top of colourful illustrations, the periodicals include a range of hands-on activities to engage children in learning Chinese vocabulary. To better support parents and promote bilingual learning, selected content also contains English translations.

In tandem with each new issue, the complementary TULJ app continues to be updated with digitised and gamified periodicals content monthly, attracting an increased number of both new and active users. The collection of localised nursery rhymes in the app was also updated with winning entries from the 9th TULJ Nursery Rhymes Competition, based on the themes “Healthy Living”, “Fun Holidays” and “Technology in Daily Life”.





▲ TULJ app icon, available for free download on Google Play and Apple App Store.

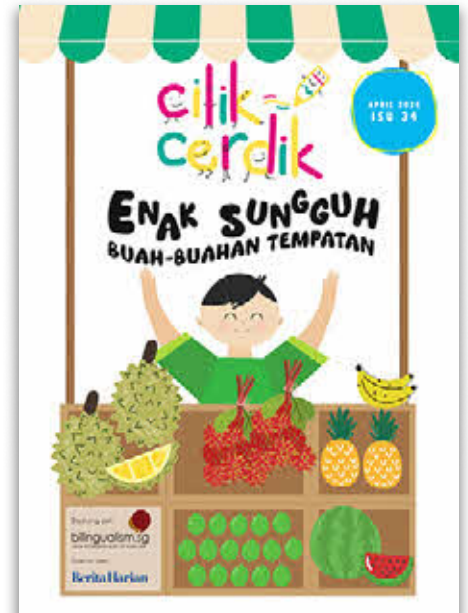
Held on 3 August 2024, the 9th TULJ Nursery Rhymes Competition at SPH Auditorium attracted 300 attendees and was featured on Lianhe Zaobao, with the recorded video of the event featured on SPH Razor TV. Attendees and viewers were treated to energetic performances by preschool children, who performed the shortlisted nursery rhymes entries submitted by their teachers. Overall, the competition received a record-breaking 475 entries.



▲ Dynamic performance of the winning entry at the 9th Nursery Rhymes Competition finals.

## Smart Kids Magazine *Cilik Cerdik*

by SPH Media Limited, Berita Harian



▲ Covers of *Cilik Cerdik* featuring topics that weaves together language exposure and real-world themes.

The Fund supported SPH Media Limited (Berita Harian) in the development of *Cilik Cerdik* (Smart Kids Magazine), a bilingual monthly periodical in Malay and English aimed at introducing preschoolers to current affairs and language-based activities in a fun and age-appropriate manner.

Specially curated for young learners, *Cilik Cerdik* features bite-sized content that nurtures children's awareness of the world around them while strengthening their literacy skills in both languages. Each issue is thoughtfully designed to encourage curiosity, creativity, and active learning.

Recurring segments include:

- *Kenal Spesies Haiwan* (Know the Species)
- *Kisah Si Cilik* (Storytime for Little Ones)
- *Silang Kata* (Crossword Puzzle)
- *Gunting, Tampal, Lukis, Warna* (Cut, Paste, Draw, Colour)
- *Mari Berpantun* (Let's Recite Poetry)
- *Apakah Ceritanya?* (What's the Story?)





▲ *Cilik Cerdik* features mini stories aimed at engaging young readers.



These sections blend storytelling with play, helping children connect with language in interactive and meaningful ways. Issues published in FY2024 explored diverse topics such as:

- *Enak Sungguh Buah-Buahan Tempatan* (Our Tasty Local Fruits)
- *Cilik Berkenalan Burung-Burung* (Cilik Meets the Birds)
- *Cilik dan Alvin Naiki MRT* (Cilik and Alvin Ride the MRT)
- *Cilik Menyambut Hari Kebangsaan Singapura* (Cilik Celebrates Singapore's National Day)
- *Cantiknya Pakaian Tradisional* (How Beautiful Traditional Clothing Is)
- *Cilik Takut Naik Kapal Terbang* (Cilik is Afraid of Flying)

Well-received by preschool educators, *Cilik Cerdik* has become a valued teaching resource in classrooms.

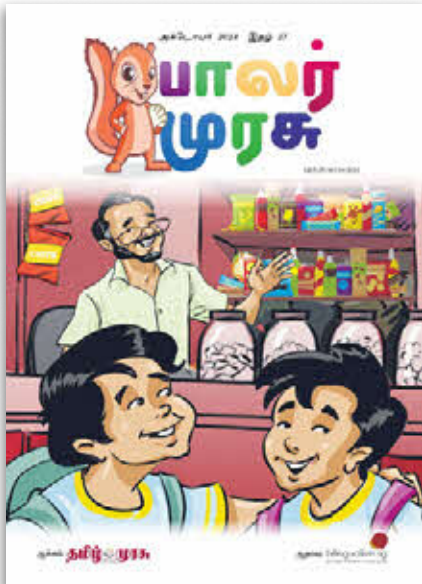
By weaving together language exposure, creative expression, and real-world themes, *Cilik Cerdik* continues to support the development of early bilingual literacy and meaningful engagement with the Malay Language.

▲ Exposing preschoolers to exciting news and insights.

Reach Preschool Children

## Balar Murasu (Phase 3) பாலர் முரசு

by SPH Media Limited, Tamil Murasu



◀ ▲ Children can view the animated videos which correspond to the comics and see them come alive!



▲ Parents/caregivers can scan the QR code on the top right of this article to access the video and engage in the art & craft activity.

*Balar Murasu* (பாலர் முரசு) by SPH Media Limited is a Fund-supported monthly periodical in Tamil Language for preschool children. The attractively illustrated and colourful periodical takes preschool children through theme-based articles with relatable local content close to their hearts, such as celebrating festivals in Singapore.

Expanding the periodical's reach beyond preschoolers, the Fund also supported the digitalisation of selected content from the periodical. As a supplement for parents and educators to enthuse young children in meaningful learning of Tamil Language, voice-over reading functions, art & craft demonstration videos and 2D animated stories have been made available for digitalised articles. These are accessible for free at Tamil Murasu's [website](#) or through scanning the QR codes in the physical periodical, printed on articles with available digitalised content.



## COMBINATION (PRINT AND DIGITAL RESOURCES)

**Reach** Kindergarteners,  
Preschool Educators and  
Primary School Children

**When** 1 June 2024 (Level 1 – 2) and  
22 June 2024 (Level 3 – 6)

**Where** Ang Mo Kio Public Library  
and NAFA Campus

## “Xiang Du Bao” Graded Reader Series 《享读宝》分级读本系列

by Child Educational Co Pte Ltd



► Box sets of the *Xiang Du Bao* graded readers for kindergarteners.



▲ Preschool teachers enjoying the fruitful workshop conducted by Associate Professor Sin Joo Ee.

The Fund supported Child Educational Co Pte Ltd in developing the Chinese Graded Reader Series “*Xiang Du Bao*” (《享读宝》分级读本系列) designed for children aged 5 to 10 across six levels. Each level comprises eight titles that relate to children’s daily experiences.

Levels 1 and 2, targeting kindergarteners, focus on themes of “Me” and “Growing Up” through stories of siblings Qi Qi and Yang Yang. These readers feature interactive elements including reusable stickers and QR-code accessible audio recordings. Accompanying teacher resource books also provide classroom activity ideas and materials to enhance Chinese Language instruction.

Levels 3 to 6, designed for primary school children, explore family relationships and community experiences. These readers include Hanyu Pinyin annotations, post-reading activities, and vocabulary games to support language acquisition.

The readers for kindergarteners were launched on 1 June 2024 at Ang Mo Kio Public Library, featuring a preschool teachers' workshop conducted by Associate Professor Sin Joo Ee, the series' author and educational consultant. The readers for primary school children were subsequently launched on 22 June 2024 at the Singapore Children's Book Festival.



► Associate Professor Sin Joo Ee sharing reading tips with parents.



▲ Immersed in reading the *Xiang Du Bao* graded readers for primary school children.



## DIGITAL MEDIA

Reach Preschool Children

When 4 November 2024

### *My Big Big World*

《我的大世界》

by MCC International Pte Ltd



► Cover image of *My Big Big World* playlist.



The Fund supported MCC International Pte Ltd in the development of the 2D Chinese animation series *My Big Big World* 《我的大世界》 for preschool children.



▲ Featuring familiar sights and sounds of Singapore.

The 10-episode animation series features a dynamic duo, Morgan and his penguin buddy Qiqi, who bring preschool children on fun and exciting adventures around Singapore. Through interactive questioning and sing-alongs, the series aims to build listening and speaking skills in Chinese Language as they explore Singapore's places of interests.

*My Big Big World* was launched on MCC International Pte Ltd's YouTube channel on 4 November 2024 which can be viewed [here](#).



▲ Interactive questions and sing-along to encourage active listening and speaking.

**Reach** Preschool Children

**When** 2 November 2024

**Where** Shaw Hall 7 @ Jewel,  
Changi Airport

## *Alif! - A 3-D Animation Series* by The Voodoo Visuals Co. Pte Ltd



▲ Guests at the preview of Episode 1 of the *Alif!* Animation series

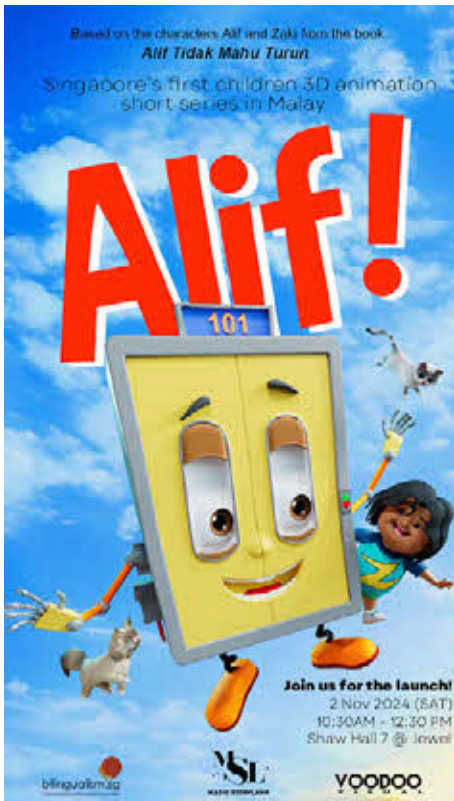


▲ The event was graced by Mr Zhulkarnain Abdul Rahim, Member of Parliament of Chua Chu Kang GRC and Chairman of the Bulan Bahasa Committee.

The Fund supported The Voodoo Visuals Co. Pte Ltd in the development of *Alif!*, Singapore's first 3D animated short series for children in the Malay Language. This groundbreaking series introduces young viewers to Alif and his best friend Zaki, who embark on exciting adventures across the world — from exploring an underwater city to braving a snowstorm and even travelling into outer space.

Designed for preschoolers, *Alif!* aims to expand children's Malay vocabulary while encouraging early critical thinking skills. Each episode showcases Zaki navigating challenges and solving problems creatively, offering young viewers relatable models of resilience and curiosity.





▲ Event launch poster for the *Alif!* Animation series.

The four-episode series was launched on [Alif dan Zaki - YouTube](#) Channel and attracted a combined viewership of 14,179 within its first month. To mark its debut, a launch event was held on 2 November 2024 at Shaw Theatre at Jewel Changi Airport, graced by Mr Zhulkarnain Abdul Rahim, Member of Parliament for Chua Chu Kang GRC and Chairman of the Bulan Bahasa Committee. The event welcomed over 100 parent influencers and media industry professionals, underscoring the growing interest in quality Malay Language media content for children. With engaging visuals, imaginative storytelling, and a strong educational focus, *Alif!* sets a new benchmark for children's media in Malay, making language learning both accessible and entertaining.



▲ Chairman of Bulan Bahasa Committee, Mr Zhulkarnain Abdul Rahim, delivering a speech at the launch of the *Alif!*.

**Reach** Preschool Children and Preschool Educators

**When** 13 March 2025

## *Animated Early Readers*

by Abhi Krish



► Tamil learning made colourful and immersive through Nool Monster's digital toolkit - தமிழும் நானும்

*Animated Early Readers* is a vibrant Tamil learning resource that brings language to life for young children. Supported by the fund this project has since taken shape into an engaging free digital experience launched on 13 March 2025, and will remain permanently accessible via the [Nool Monsters](http://www.noolmonsters.com/tn) website.

Designed for preschoolers to early primary learners, *Animated Early Readers* offers a rich mix of animated videos, eBooks, flipbooks, colouring pages, and read-along — all built around 13 everyday preschool themes like occupations, sports, body parts, food, and animals. The goal? To make learning Tamil vocabulary fun, playful, and memorable. Parents and educators alike love how colourful, well-paced, and thoughtfully designed the content is. Shared widely on Facebook and Instagram, the feedback has been glowing, and children are captivated by the colourful characters, and grown-ups are impressed by how easy it is to use at home or in the classroom.

Reach Tamil Community

When 21 April 2024

## Tamil e-Dictionary App

by Cosmic Consultancy Services Pte Ltd



◀ ▲ Launch of LKYFB-supported *Tamil e-Dictionary App* at Umar Pulavar Tamil Language Centre, marking a new chapter in Tamil Language learning in Singapore.

The Fund supported the development of a comprehensive *Tamil e-Dictionary App* by Cosmic Consultancy Services Pte Ltd. This strategic initiative addressed the pressing need for a credible, accurate, and updated Tamil Language resource for students and the Tamil-speaking community in Singapore. The project, which commenced in January 2019, successfully concluded in January 2025, with all deliverables met. The app was officially launched at Umar Pulavar Tamil Language Centre on 21 April 2024, marking a significant milestone in enhancing Tamil Language learning resources in Singapore.

► The user-friendly interface of the *Tamil e-Dictionary App* features comprehensive search capabilities and an updated corpus, providing students and the community with a reliable digital Tamil Language resource.





## PUBLICATIONS<sup>1</sup>

**Reach** Primary School Children

**When** 3 June 2024

**Where** Bras Basah Complex

### *Translation and Production of Children's Storybooks*

by Armour Publishing Pte Ltd



▲ Engaging storytelling session with Stacey brought to life!



▲ Display of the Chinese editions at the book launch.

The Fund supported Armour Publishing Pte Ltd in the development of the Chinese edition of selected titles from the *Nature Playtime* series and *Stacey Goes to the Museum* series.

Through heartwarming interactions between Popo and her granddaughter Emma, the five titles from the *Nature Playtime* series introduce common flora around Singapore such as the casuarina tree, saga tree and touch-me-nots. The titles also include additional information about the flora with suggested activities to encourage children to discover them in Singapore's nature parks while using Chinese Language.



▲ Making a paper helicopter, just like what Emma did with rubber tree seeds in the *Nature Playtime* series.

The two titles from *Stacey Goes to the Museum* series celebrate Singapore's heritage and take children on an imaginative journey with Stacey in the Indian Heritage Centre and Peranakan Museum, where sculptures come to life.

The Chinese editions were launched on 3 June 2024 at Bras Basah Complex with 40 attendees, who got a chance to meet the original authors of both series.

<sup>1</sup> Copies of the books supported by the Fund are available for loan at various National Library Board (NLB) branches. Fund-supported books are also distributed to beneficiaries such as preschools operated by Anchor Operators (AOPs) and Social Service Agencies (SSAs).

Reach Preschool Children

When 3 August 2024

Where Sengkang Public Library

## ***Singapore Adorable Animals Series 1*** 《新加坡可爱动物系列1》

by Lee Soo Guan, Gibson



▲ Book covers of *Singapore Adorable Animals Series 1*.

The Fund supported Lee Soo Guan, Gibson in the development of the Chinese picture book series *Singapore Adorable Animals Series 1* 《新加坡可爱动物系列1》 for preschool children.

The picture book series comprises three titles that depict Singapore's native animals such as the spotted wood owl, otter and macaque. Through simple heartwarming stories focused on family relationships, the series aims to convey key messages such as parental love, overcoming fear and embracing a new sibling.

To support understanding and Chinese Language learning, each title includes Hanyu pinyin annotation and guiding questions for parents to initiate conversations about the story with their children. Supplementary information can also be accessed via QR codes within the books for children who would like to learn more about the native animals.

*Singapore Adorable Animals Series 1* was launched on 3 August 2024 at Sengkang Public Library. Attendees of the book launch were treated to a storytelling session and art and craft activities to bring the spotted wood owl to life.

*Singapore Adorable Animals Series 1* was also adapted by Mediacorp for the Chinese children programme *Our Story House* 《故事小金屋》, broadcasted on Mediacorp okto channel, meWATCH and YouTube.



▲ Children listening attentively to the story of Daddy Owl.



▶ Children having fun recreating Daddy Owl.





**Reach** Preschool Children

**When** 7 December 2024

**Where** Jurong Regional Library

## ***Ying Ying Picture Book Series*** 《英英绘本系列》

by Chips and Toon Pte Ltd

► Enjoying the story of *Ying Ying Makes a Card* from the picture book series



▲ Watching the children's macaw parrot puppets take flight!

The Fund supported Chips and Toon Pte Ltd in the development of the *Ying Ying Picture Book Series* 《英英绘本系列》 in Chinese Language for preschool children.

The series comprises 3 titles that follow the escapades of Ying Ying, a colourful macaw parrot and a pair of siblings as they navigate through daily life. Set in the local context, the charming stories and conversation cues aim to share positive messages with young readers that promote family bonding. Each title is also accompanied by read-along audio on YouTube, easily accessible via a QR code within the book to support young readers in learning Chinese Language.



▲ Hands-on time!

*Ying Ying Picture Book Series* was launched on 7 December 2024 at Jurong Regional Library. Both parents and children were treated to a lively storytelling session and tried their hands at making their very own Macaw parrots.

*Ying Ying Picture Book Series* has also been selected for adaption by Mediacorp for the Chinese children programme *Our Story House* 《故事小金屋》, to be broadcasted on Mediacorp okto channel, meWATCH and YouTube.



**Reach** Preschool Children

**When** 18 August 2024

**Where** Central Public Library

## *What I Have Series* 《我有什么系列》

by Lim Boon Pee



▲ Guessing Chinese words from the stories.



▲ The ventriloquist and his quirky storytelling "buddy".



▲ Children activating their imagination to fill in the spaces between simple outlines.

The Fund supported Lim Boon Pee in the development of *What I Have Series* 《我有什么系列》, a bilingual picture book series in Chinese and English Language for preschool children.

*What I Have Series* draws inspiration from everyday objects and experiences familiar to young children. Through plain childlike language and minimalistic drawing style, all three titles tell heartwarming stories with delightful twists to help children process and recover from setbacks. The parent's guide at the end of each story includes thought provoking reflections and conversation cues to support meaningful conversations with children on growing up. Keywords are also highlighted with sample sentences to help children learn and apply new vocabulary.

Held on 18 August 2024 at the Central Public Library, the launch of *What I Have Series* attracted 74 attendees with an entertaining ventriloquist performance of the title *I Have A Cow*. The children also had fun with the Chinese vocabulary games and comic drawing session inspired from the title *I Have A Pen*.

*What I Have Series* was featured in Lianhe Zaobao and nominated for Popular Bookstore Readers' Choice Award.

**Reach** Preschool Children

**When** 24 November 2024

**Where** National Library

## ***Flying Cart Adventures***

by Clara Mok

► Audience members, young and old loved the idea of using a flying cart to learn about Singapore's past.



▲ Author Clara Mok welcoming audience to the book launch.



▲ Author Clara Mok signing books for fans of the book.



▲ Author, Clara Mok sharing her thoughts and insights about the book.

The Fund supported Clara Mok in the development of *Flying Cart Adventures*, a nostalgic picture book series that introduces children to Singapore's historical landmarks through the eyes of a curious young protagonist and her magical flying cart. Blending imagination with heritage, the series invites readers on whimsical journeys through places that once played a significant role in the nation's cultural landscape.

The three titles in the series — *Flying Cart Adventures* at National Library on Stamford Road, *Flying Cart Adventures* at Wonderland Amusement Park, and *Flying Cart Adventures* at Van Kleef Museum — transport young readers into reimagined spaces filled with wonder and learning. Each story weaves historical facts with vibrant illustrations and gentle storytelling, offering children a window into Singapore's past while igniting their imagination about what once was.

Launched on 24 November 2024 at the National Library Board, the series has been warmly received by parents, educators, and heritage enthusiasts alike. By reintroducing iconic spaces through a child-friendly lens, *Flying Cart Adventures* serves as both a literacy resource and a tribute to Singapore's evolving urban story.

Through its creative fusion of history and fantasy, the series encourages intergenerational dialogue, nurtures a sense of place and memory, and reminds readers — young and old — that every corner of Singapore holds a story worth rediscovering.

Reach Preschool Children

When January 2024

## Siri Haiwan Peliharaan

by Noorhaqmal bin Mohammed Noor



▲ Children are also taught on the dangers of animal cruelty and the importance of ensuring safety of their pets.



The Fund supported Mr Noorhaqmal Mohammed Noor — a singer, songwriter, and educator — in the development of *Siri Haiwan Peliharaan*, a series of three Malay Language e-books designed for children aged 4 to 6. The series introduces young readers to the basics of pet care through engaging narratives that feature popular household pets such as [hamsters](#), [terrapins](#), and [rabbits](#).

Each story follows relatable child characters as they learn how to feed, clean, bathe, and care for their pets, reinforcing not only practical knowledge but also key values such as responsibility, respect, and kindness to animals. The series highlights the joys and challenges of pet ownership in a way that is both accessible and meaningful to young learners.

To enhance the learning experience, the e-books are enriched with vibrant illustrations, adjustable font sizes, text-to-speech narration, and original songs, offering an immersive, multi-sensory platform that supports early language acquisition and caters to diverse learning needs.

All three titles in the *Siri Haiwan Peliharaan* series are now available on major digital platforms, including Apple Books, Bibliotheca, Smashwords, BorrowBox, Rakuten Kobo, and Overdrive — extending their reach to children, parents, and educators across multiple access points.

▲ The e-book series teaches young learners how to be a responsible pet owner.



Reach Preschool Children

When 26 May 2024

Where National Library Building

## ***Animal Stories and the Unpacking of the Stories in Malay***

by Singapore Book Council Limited



▲ Book covers from the series.

The Fund supported the development of three picture books for preschools and complimenting story cards to equip educators with effective tools to foster language engagement. The three titles published are “*Hmm...di Mana Kiki?*”, “*Saya Oni...say Berani!*” and “*Saya mahu jadi seperti kamu!*”. The picture books and story cards were launched at the [2024 Asian Festival of Children's Content](#), a prominent event that brings together authors, educators, librarians, and parents. The launch, held on Sunday, 26 May 2024 at the National Library Building attracted a total of 71 participants and was covered by [Berita Harian](#) on 3 June 2024.

Four teacher workshops were conducted, focusing on equipping educators with effective storytelling techniques and the use of the story cards to spark children's interest in the Malay Language through the *Zafir Tapir and Friends* stories. These workshops collectively reached 178 educators, including over 100 participants at the Mosque Based Kindergartens Learning Symposium. The workshops included group activities and hands-on exercises, such as guiding teachers to create their own *kamishibai* theatres using cereal boxes and other easily accessible materials.





► Workshop on *kamishibai* story cards for preschool educators.



In addition, six storytelling sessions were organised for preschool children, introducing 479 participants to the joy of the Malay Language through interactive and immersive narratives based on the *Zafir Tapir and Friends* series. Co-facilitators brought the characters to life through performative storytelling, playing the different animals from the stories. After each session, children were given a bookmark kit to personalise, extending their learning experience and deepening their connection to the stories.



▲ Interactive story-telling sessions for preschoolers.

**Reach** Preschool Children

**When** 16 November 2024

**Where** National Library

## *Our Feelings* *Perasaan Kita*

by Chapter Zero Pte Ltd



▲ Authors Melissa Candrasaputra and 'Atikah Kamsani posing behind posters of their books at their book launch.

The Fund supported Chapter Zero Pte Ltd in the development of *Our Feelings (Perasaan Kita)*, a bilingual English-Malay picture book series that helps preschoolers understand and express their emotions. Co-authored by Melissa Candrasaputra and 'Atikah Kamsani, the series was launched on 16 November 2024 as part of the Singapore Writers' Festival, reflecting growing interest in nurturing emotional literacy in young children.

Targeted at children aged 4 to 6, the first three titles in the series - focusing on Hunger, Anger, and Anxiousness - follow the daily experiences of Khai, a zookeeper's son who imagines each emotion as a relatable animal. Through Khai's imaginative lens, children encounter feelings brought to life by familiar animals found in Singapore, making abstract emotional concepts more accessible and memorable.



▲ Poster of Book Launch at Central Public Library, National Library.

The books are written in both English and Malay, with the aim of enhancing children's communication skills by equipping them with the vocabulary to articulate emotions in both languages. Each book is accompanied by simple guides for parents and educators to support social-emotional learning through open-ended conversations and activities.

Thoughtfully written and beautifully illustrated, *Our Feelings (Perasaan Kita)* supports bilingual development while fostering empathy, emotional awareness, and self-expression - laying the foundation for confident and compassionate communication from an early age.

► Fellow Author, Norlin Samat, emceeing and guiding new authors Melissa Candrasaputra and 'Atikah Kamsani for their book launch.





**Reach** Preschool Children and Preschool Educators

**When** 16 November 2024

**Where** The Masons Table

## Lalitha லலிதா

by Vidhyashree Rakunathan



▲ Covers of the three books: The vibrant trilogy follows young *Lalitha*'s adventures across Singapore, bringing Tamil Language learning to life through familiar local settings and cultural experiences.

The Fund supported the publication of a delightful three-book series featuring the adventures of a young girl named *Lalitha* (லலிதா). The series, launched in November 2024, comprises "*Favourite Bird*", "*Train Journey*", and "*A Saree for Grandma*".



These culturally rich stories are set in familiar Singapore locations and situations, making them particularly relatable for young readers. Each book thoughtfully weaves Tamil Language learning with everyday experiences - from mimicking birds at the Bird Park to playing observation games on the MRT, and shopping for traditional sarees. The series successfully achieves its aim of fostering parent-child bonding through Tamil Language while celebrating the unique cultural identity of Tamil-speaking Singaporeans.

◀ The launch of the *Lalitha* series in November 2024 marked a significant addition to Tamil children's literature, enriching young readers' connection to their mother tongue and cultural heritage.



Reach Preschool Children and  
Preschool Educators

When 20 - 22 November 2023

## Creation of 5 Mixed Genre Preschool Books (Phase 2)

by Reading Edge Academy Pte Ltd



▲ Covers of the five books.

The Fund supported the development of a set of five big books and the corresponding small books in Tamil Language, interweaving fictional and non-fictional elements by Reading Edge Academy Pte Ltd.

Produced in big book and A4 sized formats for preschool children, the books' vivid illustrations evoke young children's imagination as the stories unfold. The respective books bring young children through an exploration of biodiversity, playing outdoor and feeling of achievement. The small books come with conversational cues and vocabulary words, which can be used for parent-child interaction. Supported by the Fund, three virtual training workshops attended by over 70 preschool Tamil Language educators on the effective use of the books were conducted.

The workshops, held on 20, 21 and 22 November 2023, shared tips and strategies to enhance preschool children's discussion of topics on nature, values and pets. Workshop participants learnt useful skills to guide preschoolers' critical thinking and develop their oracy skills. The books received positive feedback from preschool educators who attended the training workshops.



## PLAYS AND MUSICAL PRODUCTIONS

**Reach** Preschool Children

**When** February 2024 and September 2024

**Where** The Arts House

### *My Cloud*

《云儿朵朵》

by Paper Monkey Theatre Ltd



▲ Interactive segment for preschoolers to interact with the play's characters and learn new vocabulary.



▲ The main character of *My Cloud*, Baobao

The Fund supported Paper Monkey Theatre Ltd in the development of the Mandarin theatre production *My Cloud* 《云儿朵朵》 for preschool children.



*My Cloud* tells the story of a young child, who summoned courage and embarked on a journey of bravery and self-discovery together with his talking cloud companion. Complimentary for the Fund's beneficiaries, the 50-minute interactive theatre performance with songs and puppetry elements was accompanied by a programme booklet and post-performance activity to further engage the young audiences.

Staged in February and September 2024 respectively, *My Cloud* entertained over 800 preschool children with its whimsical plot and received positive feedback on its unique storytelling style through creative use of puppetry.

▲▶ Interesting play of light and shadows!



**Reach** Primary 2 Children

**When** July 2024

**Where** Singapore Hokkien Huay Kuan Cultural Academy

## ***Play in Mandarin – Xiaoxiao's Piggy Bank***

戏里戏外 - 《小小的扑满》

by Singapore Hokkien Huay Kuan Cultural Academy Pte Ltd



► New interactive scenes to teach students Chinese idioms.



▲ Students having fun acting out scenes from the play in the post-performance lesson.

▼ The friendly monster covered in litter after finding Xiaoxiao's piggy bank.



The Fund supported Singapore Hokkien Huay Kuan Cultural Academy (SHHKCA) in the fourth run production of *Play in Mandarin - Xiaoxiao's Piggy Bank* (戏里戏外 - 《小小的扑满》) and post-performance activities for Primary 2 children. The storyline continued to invite young audiences to reflect on the important value of integrity and environmental protection.

Held at Singapore Hokkien Huay Kuan Cultural Academy, the highly interactive play included additional scenes to introduce new vocabulary through humour and enhanced aesthetic elements, which were well received by more than 3,300 students across 25 primary schools. The students' learning continued to be extended meaningfully through a choice of speech and drama or language enrichment lesson with refreshed activities.



**Reach** Primary 1 Children

**When** October - November 2024

**Where** Singapore Hokkien Huay Kuan Cultural Academy

## ***Play in Mandarin – Beware of Big Grey Wolf***

戏里戏外 - 《宝贝! 宝贝! 小心啊! 》

by Singapore Hokkien Huay Kuan Cultural Academy Pte Ltd



▲ Is this really an aunt in need of help, or someone to beware of ...



▲ Caught in the act!



▲ Hide and seek with the big grey wolf.

The Fund supported Singapore Hokkien Huay Kuan Cultural Academy (SHHKCA) in the third run production of *Play in Mandarin - Beware of Big Grey Wolf* (戏里戏外 - 《宝贝! 宝贝! 小心啊! 》) and post-performance activities for Primary 1 children. The storyline continued to address the prevalent issue of mobile addiction and raised awareness of stranger danger among young audiences.

Held at Singapore Hokkien Huay Kuan Cultural Academy, the highly interactive play saw an increase in participating schools with more than 3,100 students from 24 primary schools and continued to receive positive feedback. The students also attended either a speech and drama or language enrichment lesson with refreshed activities to reinforce themes and new vocabulary learnt in the play.

## EVENTS AND PROGRAMMES

**Reach** Preschool Children

**When** January - July 2024

**Where** Various Preschool Centres and Kindergartens

### *Stories of Togetherness*

《一起》

by EnCre8 Pte Ltd

The Fund supported EnCre8 Pte Ltd in the development the bilingual play production *Stories of Togetherness* 《一起》 for preschool children.

*Stories of Togetherness* is a fun and heartwarming play adaptation of the *Saurus Series* by Zed Yeo and is all about creating an inclusive community. It tells the story of a dinosaur named Clumsysaurus, who does not have any friends because he bumps and knocks into everything.

Complimentary for the Fund's beneficiaries, the 30-minute highly energetic and immersive play was conducted right at the doorstep of 40 preschool centres and kindergartens to more than 600 preschoolers, offering the opportunity to get up close and personal with the lovable dinosaurs in Thunder Lizard Town.

The play was also accompanied by pre-performance and post-performance workshops conducted in Mandarin, along with workshop materials and resource packs to enhance and deepen the Chinese Language learning experience. Overall, the unique travelling theatre style and immersive experience of *Stories of Togetherness* was well received by preschool students and teachers alike.



▲ Cosy setup for preschoolers to enjoy the play in the comforts of their schools.



▲ The little policeman of Thunder Lizard Town - Getting preschoolers involved in the action!



▲ Preschoolers creating their own dino persona in the pre-performance workshops.



**Reach** Youth, Young Adults, Educators, Theatre Enthusiasts and General public

**When** 23 – 25 May 2024

**Where** Aliwal Arts Centre Blackbox

## *Theatre Lab 4.0 - Panikkan* by AGAM Ltd

► Celebrating the success of *Theatre Lab 4.0 - Panikkan* with cast, crew, and collaborators after an incredible theatrical journey together.



▲ Theatre practitioners unite in a circle, sharing connections before the start of the show.

▼ A powerful solo performance captivates the intimate audience with expressive movement and dramatic storytelling.



The Fund supported the *Theatre Lab 4.0 - Panikkan* which successfully delivered a comprehensive theatre development programme that strengthened Singapore's Tamil theatre ecosystem. This laboratory-style initiative provided structured mentorship to six emerging directors, enabling them to transform creative concepts into full-fledged stage productions.

The programme achieved remarkable reach, attracting 443 participants across six performances, with four shows reaching full capacity. Notably, it garnered strong educational sector engagement, with 201 students and 10 teachers participating through dedicated school performances. Two schools and one language centre incorporated the performances into their curriculum, demonstrating the programme's educational value in promoting Tamil Language and cultural appreciation.

*Theatre Lab 4.0's* impact extended beyond performance metrics, successfully bridging cultural gaps by engaging young artists from English drama backgrounds in Tamil theatre. The initiative provided valuable professional development opportunities while strengthening participants' connections to Tamil Language and culture.

Through its combination of professional mentorship, educational outreach, and cultural engagement, *Theatre Lab 4.0* exemplified effective arts development while contributing to the preservation and evolution of Tamil theatre in Singapore.

**Reach** Youth and Public

**When** 29 June 2024

**Where** Nanyang Auditorium

## UTHRAA 2024 உத்ரா 2024

by The Fool Theatre Ltd



▲ Captivating scenes from *Uthraa 2024*: A captivating blend of traditional Tamil theatre and modern stagecraft drew a full house at Nanyang Auditorium.



*Uthraa 2024* (உத்ரா 2024), NTU Tamil Literary Society's bilingual theatre production, supported by the fund, made a triumphant return to the stage at Nanyang Auditorium on 29 June 2024. The innovative production masterfully wove together dance, drama, music, and technology, presenting a culturally rich theatrical experience complete with English surtitles.

The full-house performance particularly resonated with young audiences, successfully achieving its aim of promoting Tamil Language and culture whilst bridging communities through the arts. The production served as a vibrant platform for youth engagement, enabling students to collaborate creatively whilst showcasing Tamil theatrical arts to a wider Singapore audience.

▲ The striking promotional poster for *Uthraa 2024*, NTU Tamil Literary Society's much-anticipated return to theatre after a pandemic-induced hiatus.



**Reach** Youth, Young Adults, Educators, Theatre Enthusiasts and General public

**When** 4 – 7 September 2024

**Where** Goodman Arts Centre

## *Thottathellam Ponnagum* தொட்டதெல்லாம் பொன்னாகும்

by AGAM Ltd

► Young performers beam with pride, certificates in hand, after their magical theatrical adventure together!



▲ Proud families capture precious memories as over 70 loved ones celebrate their little performers' achievements.

An innovative bilingual drama programme successfully engaged young learners aged 5-9 through an immersive theatrical experience based on the Tamil proverb 'மின்னுவதெல்லாம் பொன்னல்ல' (All that glitters is not gold). The four-session workshop culminated in a showcase performance, adapting the King Midas story to explore themes of trust and discernment. The programme achieved full registration with 11 students maintaining 100% attendance throughout, demonstrating strong engagement. The final showcase attracted over 70 family members and friends, with overwhelmingly positive feedback from more than 15 parents.

▼ King Midas and his magical forest friends bring the bilingual tale to life on stage!



Employing a unique translingual approach, the programme encouraged children to think critically in English while performing expressively in Tamil, effectively developing their 21st Century Competencies as outlined by MOE. Parents reported significant improvements in their children's Tamil Language confidence, noting spontaneous Tamil conversations at home following the programme.

Featured on Tamil News during the 2024 Tamil Youth Festival, the initiative successfully combined professional theatre expertise with cultural education. The programme's impact extended beyond language development to include enhanced performance confidence, social skills, and stronger cultural connections, establishing a promising model for future bilingual arts education initiatives.



**Reach** Parents and Educators

**When** 14 September 2024

**Where** Suntec Singapore Convention & Exhibition Centre

## Mother Tongue Languages Symposium 2024 (MTLS 2024)



▲ Minister Chan Chun Sing launching the Mother Tongue Language Symposium 2024.



▲ Book tower display at the Fund's booth.

The Mother Tongue Languages Symposium (MTLS) is an annual event co-organised by the Ministry of Education (MOE) and the three Mother Tongue Language Learning and Promotion Committees. It aims to promote our Mother Tongue Languages (MTLs) by showcasing good practices and efforts in the teaching and learning of the respective languages. The Symposium primarily targets MTL educators from the preschools to lower primary levels and parents with young children.

▼ Engaging children with the "I Spy" game!



The theme of MTLS 2024 was "Mother Tongue as Living Languages", which focuses on encouraging children to use their Mother Tongue Language in real-life scenarios. Held on 14 September 2024 at the Suntec Singapore Convention & Exhibition Centre, the Symposium featured forty-five sharing sessions and interactive workshops, as well as forty-five exhibition booths. Visitors to the Fund's booth at the Symposium enjoyed the multilingual "I Spy" and "Bilingual Detective" games by putting their Mother Tongue Language skills to the test. The Fund also took the opportunity to spread awareness of Fund-supported bilingual resources and programmes through a showcase of recently published titles, animations and book giveaways.



# The Year Ahead

## The Year Ahead

The Lee Kuan Yew Fund for Bilingualism continues to deepen its efforts in promoting the learning and use of both English and Mother Tongue Languages (MTLs), underscoring the essence of what it truly means to be bilingual. Beyond language proficiency, bilingualism represents a bridge between cultures, a key enabler of communication, and a cornerstone of Singapore's multicultural identity. It has long played a vital role in uniting our diverse communities, strengthening social cohesion, and equipping Singaporeans with a competitive edge in a globalised world.

The Fund is committed to supporting both young children and youths through targeted, inclusive initiatives that respond to their distinct needs. By continuing its twice-yearly Call for Proposals, the Fund cultivates strong relationships with educators, creators, and community partners to co-develop innovative ideas and high-quality language resources. These projects are carefully curated to be culturally relevant, age appropriate, and pedagogically sound, ensuring that bilingualism is nurtured from preschool through to young adulthood.

The Fund will continue to anchor its support for parents and educators of young children. Through the Community Series and related outreach programmes, parents will be equipped with the knowledge and tools to create rich bilingual home environments. These sessions will spotlight practical strategies, best practices, and lived experiences from practitioners and families, reinforcing the importance of early bilingual exposure.

At the same time, the Fund is intensifying its focus on youths and young adults. Working closely with Institutes of Higher Learning (IHLs) and youth focused organisations, the Fund will launch campaigns, workshops, and interactive experiences that reframe bilingualism as relevant, empowering, and integral to identity. These efforts will tap into both traditional and digital media, social media platforms, and creative storytelling to spark meaningful conversations and renewed interest in the value of bilingualism.



By supporting initiatives that encourage both English and Mother Tongue Languages development, the Fund affirms that bilingualism is not a zero-sum endeavour, but a holistic, lifelong journey. With the sustained support of its strategic partners, the Fund aims to build a society where every individual is confident in navigating multiple languages and cultures, embracing bilingualism not just as a skill, but as a way of life that continues to define and enrich Singapore's future.



# Financial Review

## Financial Review

The financial statements for the Fund, for the year ended 31 March 2025 (FY2024/25), have been audited by RSM SG Assurance LLP. A copy of the statements is attached with this report.

The Fund's income for FY2024/25 amounted to \$2.5 million. This was made up primarily of donations and investment income.

The expenditure for FY2024/25 amounted to \$3.7 million, of which \$3.5 million was disbursed as grants to various recipients. Operating expenditure accounted for \$0.2 million.

The projects supported by the Fund could span more than one financial year and the grants disbursed in FY2024/25 comprised projects that were awarded in this financial year and in previous financial years. As at the end of FY2024/25, grants approved since the inception of the Fund totalled \$32.4 million. \$2.4 million of this has yet to be disbursed.

The Fund balance stands at a healthy \$111.3 million.





# Committees

## Executive Committee

### Chair

Ms Jasmin Lau<sup>2</sup>

Ms Gan Siow Huang<sup>3</sup>

### Members

Ms Goh Poh Gek

Mr Wong Siew Hoong

Mdm Rahayu Mahzam<sup>4</sup>

Mr Lim Jim Koon<sup>5</sup>

## Audit and Risk Committee

### Chair

Mr Ong Chao Choon

### Members

Mr Chua Chim Kang

Mr Kuek Yu Chuang<sup>6</sup>

Mr Hawazi Daipi<sup>7</sup>

## Investment Advisory Committee

### Chair

Mr Lim Chow Kiat

### Members

Ms Betty Tay

Ms Goh Poh Gek

Ms Deborah Ho

Mr Jin Yuen Yee

Ms Lim Li Ying

## Publicity and Outreach Resource Panel

### Chair

Mr Lim Jim Koon<sup>8</sup>

Mr K Ramamoorthy<sup>9</sup>

## Research Advisory Panel

### Chair

Associate Professor Tan Chee Lay

### Members

Associate Professor Mukhlis Abu Bakar

Associate Professor Yow Wei Quin

Dr S P Jeyarajadas Pandian

## Project Evaluation Committee

### Chair

Mr Wong Siew Hoong

### Members

Ms Goh Poh Gek

Dr Elizabeth Pang Siok Huay

Mdm Geraldine See Sue-Lyn

Associate Professor Mukhlis Abu Bakar

Dr S P Jeyarajadas Pandian

Ms Caroline Seng

Mr Kenneth Wee<sup>10</sup>

Mr Cheow Boon Seng<sup>11</sup>

Dr Connie Lum May Lin<sup>12</sup>

Dr Soh Kay Cheng<sup>13</sup>

Dr Soon Hong Lim<sup>14</sup>

<sup>2</sup> Appointed on 23 May 2025

<sup>3</sup> Appointed from 5 July 2022 to 22 May 2025

<sup>4</sup> Appointed on 1 April 2024

<sup>5</sup> Appointed from 1 April 2022 to 31 March 2024

<sup>6</sup> Appointed on 1 April 2024

<sup>7</sup> Appointed from 1 April 2018 to 31 March 2024

<sup>8</sup> Appointed from 1 April 2022 to 31 March 2024

<sup>9</sup> Appointed on 1 April 2024

<sup>10</sup> Appointed on 1 April 2024

<sup>11</sup> Appointed on 1 April 2024

<sup>12</sup> Appointed from 1 April 2012 to 31 March 2024

<sup>13</sup> Appointed from 1 April 2012 to 31 March 2024

<sup>14</sup> Appointed from 1 April 2014 to 31 March 2024



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