

**SPEECH BY MR HENG SWEE KEAT
MINISTER FOR EDUCATION
ADVISER TO TAMPINES
GRASSROOTS ORGANISATIONS**

**OFFICIAL LAUNCH OF BULAN BAHASA
@ TAMPINES 2014
SATURDAY, 13 SEPTEMBER 2014
TAMPINES WEST COMMUNITY CLUB**

My parliamentary colleagues Mr Masagos Zulkifli, Mr Mah Bow Tan, Ms Irene Ng and Mr Baey Yam Keng,

Mr Zaqy Mohamad, Chairman of the Bulan Bahasa 2014 Committee

Organising Chairman Mr Yatiman Yusof

Chairmen of Tampines GRC MAECs, Grassroots Leaders and Residents.

This evening, I am happy to be here with all of you to witness the launch of the Bulan Bahasa @ Tampines 2014.

2 Held since 1988, the Bulan Bahasa, or the Malay Language Month was first launched by the Malay Language Council as an initiative to encourage the Malay community to embrace their mother tongue in their daily lives.

3 The Bulan Bahasa showcases our Malay language, culture and heritage. It does so not just for the Malay community, but for all Singaporeans. Malay is our national language, and Malay culture is part of our shared Singaporean heritage and identity.

4 For the first time ever, this year's Bulan Bahasa would be extended to the housing estates in Jurong and Tampines. I was informed that there would be 9 activities held in Tampines from 13 Sep to 5 Oct 2014, such as "*Klinik Budaya dan Bengkel Pantun*", "*Dondang ala Sayang*", "*Pesta Puisi Tradisional*", "*Wisata Ilmu dan Budaya*" and many others organized by the Malay Activity Executive Committees (MAECs). Do participate in these activities. I'm sure you will find out interesting and surprising nuggets of information about our heritage.

5 In Tampines, we believe that learning starts from young. Children these days are different from the olden times. During my time, we were playing with marbles and catching spiders in the "*longkangs*". These days, our children are constantly plugged onto their iPADs, iPhones and mobile devices. Therefore, I am pleased to announce our new Tampines MAECs Facebook page, called "*Tampines Kampungku*". We hope to engage residents on

Facebook and keep them updated on our activities. For a start, there would be a Bulan Bahasa Facebook competition, where residents can post entries on “*Pantun*” and short stories. I was told that there were attractive prizes in store for our residents such as an Apple iPad and Canon Powershot camera. Do visit our Facebook page and participate in the competition.

6 I would also like to take this opportunity to thank the Organising Committee, especially Chairman, Mr Yatiman Yusof, for making this event possible.

7 If you would allow me, let me now try to say a few words in Malay.

(English Translation of the Malay Segment is at [Annex A](#).)

8 Para hadirin yang dihormati,

Respect For the Language

9 Izinkan saya memulakan ucapan dengan pepatah Melayu - "Bahasa menunjukkan bangsa."

10 Seperti masyarakatnya, bahasa Melayu bahasa yang amat indah dan halus, serta beradab.

11 Contohnya, peribahasanya amat kaya dengan nasihat dan teladan. Begitu juga dengan sajak dan sastera bahasa Melayu.

12 Saya harap orang Melayu akan terus berasa bangga dengan bahasa mereka, dan terus menggunakannya sekerap mungkin.

Strong Sense of Community Spirit

13 Masyarakat Melayu di Singapura juga terkenal dengan sifat gotong royongnya.

14 Pada bulan Syawal lalu, saya dijemput beberapa penduduk sempena sambutan Hari Raya.

15 Saya berasa amat kagum dengan kemesraan yang ditunjuk oleh ahli keluarga dan rakan-rakan mereka.

16 Usaha acara Bulan Bahasa ini mencerminkan semangat masyarakat yang baik di Tampines. Ia satu usaha kolektif yang baik untuk menganjurkan sembilan acara.

17 Saya ingin mengucapkan terima kasih kepada Mantan Anggota Parlimen, Encik Yatiman Yusof, atas sokongan dan bantuannya. Juga syabas kepada ahli MAEC di seluruh Tampines.

18 Saya yakin dengan kejayaan Bulan Bahasa di Tampines. Terima kasih!

* * * * *

**English Translation of Malay Segment of Speech
For The Official Launch of Bulan Bahasa @ Tampines
On 13 Sep 2014 At Tampines West CC**

8 Dear respected guests,

Respect For The Language

9 Allow me to begin my speech with a Malay saying “Language shows identity”.

10 Like the community, the Malay language is beautiful and refined. It is also a language that is full of respect and civility.

11 For example, its proverbs are very rich and filled with advice. Likewise for Malay poetry and literature.

12 I hope that the community can continue to feel proud with their language, and continue to use it as often as possible.

Strong Sense of Community Spirit

13 The Malay community in Singapore is also strong in their gotong-royong spirit.

14 During Hari Raya last month, I was invited by a few residents to their Hari Raya celebration.

15 I was very impressed by the warmth and closeness displayed by their family and friends.

16 The way Bulan Bahasa is organised shows this community spirit in Tampines – It is a very good collective efforts to organise nine activities.

17 I would like to thank former Member of Parliament Mr Yatiman Yusof for helping us and sharing his expertise so generously. I also thank the MAEC members across Tampines

18 I am sure we will have a successful Bulan Bahasa. Thank you!