

**CHAIRMAN, BULAN BAHASA WORKING COMMITTEE 2012, MR ZAQY MOHAMAD,
1 JULY 2012, THE POD, NATIONAL LIBRARY BUILDING**

Guest Of Honour , Minister Yaacob Ibrahim

Minister for Information, Communications and the Arts

And Minister In-Charge of Muslim Affairs

Minister of State, Mr Masagos Zulkifli

Chairman Malay Language Council Singapore

Senior Parliamentary Secretary, Mr Hawazi Daipi

Ladies and Gentlemen

Assalamualaikum

Welcome to this very meaningful event, the launch of Bulan Bahasa 2012. Without the Malay language, we won't be gathering here together today.

1. I am very pleased to be given the opportunity to chair the Bulan Bahasa 2012 Committee, and to be given the responsibility to work together with the community to grow and encourage the use of the Malay Language. Although I am from the corporate world, given this huge responsibility shows that the work to uphold our language does not rest on the experts in the language only. Everyone has to do it.
2. I am deeply encouraged by the responses we received while visiting the grounds. The people I've met, be it the young or old, have expressed their passion for the language and their pride for their heritage, that is the Malay Language. In a nutshell, the positive responses we received on the Malay Language Month this year has strengthened our resolve to do the best for the success of this initiative.
3. We appreciate the support of the community. I would like to stress that the continuity and survival of our mother tongue language, that is the Malay Language, depend on each of us, regardless whether you are students, professionals, someone who loves the language or just ordinary citizens. This is our collective responsibility because it is part of our DNA. In other words, Malay language is the symbol of our community. It is our identity. It is our heritage. The value is priceless to ignore it.

4. Ladies and gentlemen, even though English is the dominant language used in our lives in Singapore, I am confident that each one of us would like to continue to see the language be preserved and promoted..
5. Most of us would have heard the poem of our literary laureate, the late Masuri S N: Ini Nasi Yang Kusuap. I would like to offer another phrase which sounds similar to the famous poem "Ini Bahasa yang Kujunjung Tinggi! (This is the language I uphold)".
6. Let me recite it:

Ini Bahasa yang kujunjung tinggi!

Ini Nilai dan Budi yang tak terbeli

Yang kuwarisi dan ingin kulestari

Sebagai Warisan yg nilainya tiada ganti.

7. Ladies and gentlemen, Nilai and Budi were chosen as the theme for this year's Malay Language Month because we wanted to expand our reach in this campaign. It brings us to our basic values, graciousness and the beauty of Malay culture for example,

Speech uttered courteously.

Graciousness of the Malays

Movements of the beautiful ladies

It's a sign that we are Malays

8. I am delighted to share that even though we will only launch the Malay Language Month today, many people have responded positively to the theme we have chosen. In fact, many have come forward to contribute by helping out in the various activities that we have organised.
9. Our Language Ambassador, Mr Imran Ajmain is a very good example. Even though he is very busy and tied up with work in Kuala Lumpur, he has voluntarily participated in this year's campaign.
10. Likewise, Daud Yusoff and Munirah Jaafar have contributed to Bulan Bahasa 2012. We would also like to take this opportunity to thank Pak Sarkasi who has very kindly given his designs to be used in this year's campaign. He has donated his works of art for fundraising to support Bulan Bahasa.
11. Once again, thank you to our Language Ambassadors and Mr Sarkasi Said.

12. My deepest appreciation to the working committee, many of whom have sacrificed their time and energy, making time at night and on the weekends to support the campaign. Some even came to support us in our efforts to raise awareness at Geylang Market and Kampong Glam. I would also like to record my thanks to Tajudin, Juffri, Jennifer, Trudy, Firda and Iryani for their invaluable contributions, leading to the success of the campaign this year.
13. I would like to say thank you to Chairman MLCS, Mr Masagos Zulkifli and former chairman, Mr Hawazi Daipi, the council members and the secretariat for the support, encouragement and guidance that they have given me and the Bulan Bahasa Committee members for the success of Bulan Bahasa 2012.
14. Bulan Bahasa unites our community. I can feel the vibes and the spirit of those who are confident and proud to be Malay. I hope this spirit will not falter and will strengthen from time to time. May each one of us actively participate in the promotion of this year's Bulan Bahasa.
15. Thank you.