

**SPEECH BY SECOND MINISTER FOR EDUCATION MALIKI OSMAN  
FOR THE LAUNCH OF BULAN BAHASA 2022 TELECAST ON SATURDAY, 3  
SEPT AT 8:30PM**

1. Thank you to Associate Professor Muhammad Faishal and Madam Rahayu for inviting me to launch Bulan Bahasa 2022.
2. We have battled COVID-19 for two and a half years. We had to adapt to online or hybrid ways of working over the past two years. The organisers of Bulan Bahasa have also had to conduct virtual events and online programmes. It shows our adaptability and resilience. Now that Singapore is in a better position against COVID-19, I am very happy to be able to join everyone here in person. And I am especially proud to see how so many passionate and like-minded partners have come together to celebrate and preserve Malay language and culture.
3. Over the past two years, the Bulan Bahasa Committee, with the support of partners such as the People's Association, Wisma Geylang Serai, the National Library Board and the Malay Heritage Centre, have worked hard to present a variety of programmes, such as the Cendekiawan Lestari Series organised by the Malay Heritage Foundation, Aksi Si Cilik by Tampines Central MAEC and the launch of book on Geylang Serai, Through The Tunnel of Time organised by Wisma Geylang Serai which have helped to keep our community anchored to our cultural roots.
4. This is why the theme for this year's Bulan Bahasa: "Cita. Citra. Cinta. Bahasa Kita" is especially meaningful for me. "Cita" emphasises the aspirations of our community to maintain the relevance of the Malay language. "Citra" underscores the diversity in of how we use and adapt our language, and how the Malay language has potential to be our window to knowledge. "Cinta" emphasises the need to continue cultivating our love and appreciation towards the Malay language, including for our young.
5. But even as we nurture an appreciation and mastery of the Malay language in the next generation, learning a language cannot only take place in schools. It must be a living language that we use in daily life, supported by parents and the wider community, so that we can continue creating and expanding the environment to use Malay language.

6. Indeed, families play a key role in promoting our community's language, culture, and values. I am happy to see how Hans and Fir, this year's newly appointed Duta Bahasa, have such a close-knit relationship with their loved ones despite their busy schedules. Though they may be busy, Hans and Fir have continued to inculcate an interest and love for Malay language with their respective children. Hans and Fir: Just as you inspire your children, I hope you will likewise continue to inspire our community in building appreciation for our Mother Tongue.
  
7. This year's Bulan Bahasa, which will run from mid-August to early October, will feature an exciting line-up of activities. These include appreciation classes for Malay poetry and dance, Batik painting workshops, or sessions for us to pick up skills in Silat. I hope members of our community, including both the young and young-at-heart, will take this opportunity to participate in Bulan Bahasa's activities, and share the experience with your family, friends and loved ones. At the same time, take the opportunity to introduce Malay language and culture to your non-Malay friends through the various activities organized as part of Bulan Bahasa.
  
8. Language promotion and cultural transmission is an unending project. But with community effort, and support from organisations like the Lee Kuan Yew Fund for Bilingualism and the Malay Language Learning and Promotion Committee, I believe we can keep Malay language and culture shining bright for generations to come.
  
9. Allow me to conclude with a poem:

*Words that are spoken,  
Reflects our soul, our identity;  
Words that are well-chosen,  
Speaks of our finesse and beauty.*