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perdaus 

perdaussg 

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## MEDIA RELEASE

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### **Perdaus Launching of Rebranding Efforts and Officiation of Refurbished Centre**

We are pleased to announce two new major events for Perdaus:

- the launch of our new logos following our recent rebranding efforts, and
- the officiation of our newly refurbished centre.

#### **Launch of the Perdaus New Logos**

As part of our recent rebranding efforts, Perdaus launched its new logos to strengthen and reinvigorate our energy in serving the community.

We also hope that this rebranding will raise higher awareness of our quality services and programmes. We wish the logos to reflect the high standard that we continue to aspire to bring to the community in terms of our programmes, and that in return, our brands continue to produce upstanding leaders for tomorrow.

Perdaus is an organisation that has had more than 50 years of history providing educational and leadership development services to the community.

*Perdaus Old and New Logos*



*Fig 1 Old Perdaus Logo*



*Fig 2 New Perdaus Logo*

The new logo retains the uniqueness of our previous look: the diamond that withstands pressure, and shines. This represents the continuity of work from the founding leaders of our organisation, in which they have served the community since 1964 and paved the way for us. The gold in the logo also pays homage to the same sentiments.

The more simplified look, and the vibrant turquoise, point to this new era of the younger generation who will propel Perdaus further with a fresher feel and a more dynamic and progressive outlook. We believe that it is important to listen to the changing needs of the community and continue to serve them as how we have served generations before them.

### Imad Perdaus and Iyad Perdaus



*Figure 3 Imad Perdaus Logo*

In order to consolidate and put better focus on holistic education and moral development efforts, we have thus rebranded our moral education and outreach arm as Imad Perdaus.

This is fitting to the name Imad, which means “pillar”. We believe a society with good moral grounding, or pillars, produces upstanding citizens who contribute to the community.

The crescent represents a new beginning for this new development. It also represents a playful ‘ayn (Arabic letter) that indicates a fricative sound.

Our Imad Perdaus educational centres span two centres in Bukit Batok and Bedok.



Figure 4 Old lyad Perdaus Logo



Figure 5 New lyad Perdaus Logo

Through our wing lyad Perdaus, we offer early childhood development, which is Spark-certified and also known for its inclusive practices, to better serve our community. More information on lyad Perdaus' inclusive practices is available in our Media Kit.

lyad Perdaus celebrated its 25<sup>th</sup> anniversary last year, and has three branches in Jurong East, Choa Chu Kang and Hougang.

lyad Perdaus retains its signature puzzle piece as a nod to specialty in early childhood development, and towards inclusive practices in serving children with needs. A puzzle piece shows the uniqueness and individuality in its fitting vis-a-vis other puzzle pieces to make a complete whole.

More information on lyad Perdaus will be oncoming as it gears for the officiation of the expansion of its Choa Chu Kang centre in the very near future.

### **Officiation of Newly Refurbished Centre**

Our Bukit Batok centre, previously known as Perdaus Hong Kah, underwent an extensive renovation project mid this year, in order to enhance the conduciveness of our students' learning experience.

Following the recent officiation ceremony that was graced by Guest of Honour, Dr Amy Khor, Senior Minister of State for the Ministry of Health and Ministry of the Environment and Water Resources, and Adviser, Hong Kah North Grassroots Organisations, will be the Guest-of-Honour, the centre is now renamed Imad Perdaus (Bukit Batok).

The last major upgrade of this centre was more than 15 years ago.

Previously, the centre was first officiated in November 2000 by Mr John Chen Seow Phun, then-Member of Parliament for Hong Kah GRC, and then-Minister of State for Communications and Information Technology, and National Development.

Feedback from students and participants have been positive, with many agreeing that it is “more comfortable, brighter and livelier” when attending lessons. We are pleased that this upgrading has benefitted our stakeholders thus far, and hope to attract more people to our services here.

Various fundraising campaigns were undertaken to cover the cost of the upgrading that totalled a sum of around \$145,000. This includes a wakaf campaign where donors pledge a certain amount of their choice as endowment.

Another project is the sale of Mandi Rice fundraising coupons at \$12 a piece, where we hope to raise at least \$50,000. Mandi Rice is a hearty Arab rice dish that is cooked to smokey perfection.

Fundraising efforts are still undergoing, and those who wish to contribute may do so by visiting our website at [www.perdaus.org.sg](http://www.perdaus.org.sg).

## **PERDAUS**

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## **Introduction of Perdaus**

Formed in 1964, Perdaus has had more than a 50-year history of providing educational and leadership development services to the community.

Today, a dynamic Muslim Voluntary Welfare Organisation (VWO), Perdaus is a registered society under the Societies Act and also a charity under the Charities Act.

## **Our Mission**

Perdaus focuses on developing agents of change by inspiring consciousness through education, nurturing lives and empowering families through advocacy, and building communities through meaningful engagement.

## **Our Vision**

As our vision is building towards a righteous society, our core programmes revolve around equipping the community with critical knowledge and skills that will shape the development of a virtuous and progressive society.

## **Our Core Services**

### **1. *IMAD PERDAUS***

Our arm that focuses on outreach, and moral development and education for the community. It is recently consolidated as Imad Perdaus so as give more concentration towards a more holistic approach in our moral education and outreach efforts.

Our main services are:

- Moral education for children and youth

We provide part-time moral education and development for children and youth, from kindergarten to post-secondary certificate level. Our centres are in Bedok and Bukit Batok.

- Moral education for adults

Currently, we extend our reach to adults with:

- KAD programme, which offers basic moral education classes
- Express courses on Arabic literacy with our partner Amazing Academy

## **2. IYAD PERDAUS**

We have centres in Hougang, Jurong East and Choa Chu Kang providing quality and affordable infant-, child- and student care services.

### *Critical Highlights of Iyad Perdaus:*

- 1993
  - Iyad Perdaus Child Development (Jurong East) first started operations.
  - The first childcare branch by Perdaus.
- 1998
  - Launch of the Integrated Child Care Programme (ICCP)<sup>1</sup> at Jurong East.
  - Officiated by Ms Grace Fu, then-Senior Minister for National Development and Education, officiated ICCP on 20 May 2008.
- 2017
  - All three centres of Iyad Perdaus (Jurong East, Choa Chu Kang, Hougang) received SPARK certification.
  - Appointed by MSF as Developmental Support and Learning Support (DS-LS) provider.
- 2018
  - Iyad Perdaus celebrated its 25<sup>th</sup> anniversary.

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<sup>1</sup> See <https://www.sgenable.sg/pages/content.aspx?path=/for-children/integrated-child-care-programme-iccp/>

## **Contact Information**

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