



Malay Language Learning  
and Promotion Committee

**PROPOSAL FOR PUBLICATION OF STORYBOOK  
APPLICATION FORM**

**CLOSING DATE: 16 NOVEMBER 2026**

|                                                                                                                                                                                              |                                                                                                                                                  |                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| <b>PART I: DETAILS OF APPLICANT</b>                                                                                                                                                          |                                                                                                                                                  |                                       |
| <b>Type of Application</b>                                                                                                                                                                   | <input type="checkbox"/> Individual (please fill in Section A)<br><input type="checkbox"/> Organisation / Institution (please fill in Section B) |                                       |
| <b>A. For Individuals</b><br>(Please append <u>any relevant experience</u> pertaining to your proposal.)                                                                                     |                                                                                                                                                  |                                       |
| Name of Applicant (as in NRIC):                                                                                                                                                              | Nationality:                                                                                                                                     |                                       |
| Address:                                                                                                                                                                                     | Telephone No.:<br><br>(HP)<br>(H)<br>(O)                                                                                                         | Fax No.:                              |
| Email:                                                                                                                                                                                       |                                                                                                                                                  |                                       |
| <b>B. For Organisations / Institutions</b><br>(Please append your organisation/institution portfolio and certified copies of audited financial/management reports for the last three years.) |                                                                                                                                                  |                                       |
| Name of Organisation / Institution:                                                                                                                                                          | Organisation Registration No.<br>(ACRA/ROS):                                                                                                     | Date of Registration<br>(dd/mm/yyyy): |
| Registered Address:                                                                                                                                                                          | Type of Organisation:                                                                                                                            |                                       |
| Name of Contact Person (as in NRIC):                                                                                                                                                         | Nationality:                                                                                                                                     |                                       |
| Designation:                                                                                                                                                                                 | Telephone No.:<br><br>(HP)<br>(H)<br>(O)                                                                                                         | Fax No.:                              |
| Email:                                                                                                                                                                                       |                                                                                                                                                  |                                       |

| PART II: SUMMARY OF PROPOSAL                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Title of Project</b>                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                           |
| <b>Objectives of Project</b>                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                           |
| <b>Proposed Start and End Date of Project</b>                                                                                                                                                                                                 | Start date (mm/yyyy):<br>End date (mm/yyyy):                                                                                                                                                                                                                                              |
| <b>Requested Funding Amount (in SGD)</b>                                                                                                                                                                                                      | \$                                                                                                                                                                                                                                                                                        |
| <b>Target Audience</b>                                                                                                                                                                                                                        | <input type="checkbox"/> Pre-School Students<br><input type="checkbox"/> Primary School Students<br><input type="checkbox"/> Secondary School Students<br><input type="checkbox"/> Post-Secondary School Students<br><input type="checkbox"/> Teachers<br><input type="checkbox"/> Public |
| <b>Project Summary</b><br>Please provide a brief overview of your proposed project which includes: <ul style="list-style-type: none"> <li>• Synopsis of Storybook</li> <li>• Relevance to learning and promotion of Malay Language</li> </ul> |                                                                                                                                                                                                                                                                                           |
|                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                           |

**Publicity & Marketing Plan**

Please state clearly your publicity plan for the storybook(s). This includes:

- a) launch platforms; and
- b) marketing plan, if you intend to commercialise the storybook(s).

**Project Time-line & Key Milestones**

(Please state clearly the key project stages. You may include additional rows as required.)

| Project Stage |                           | Key Deliverables             | Start Date            | End Date           |
|---------------|---------------------------|------------------------------|-----------------------|--------------------|
| <i>e.g.</i>   | <i>Manuscript Writing</i> | <i>Completed manuscripts</i> | <i>4 January 2027</i> | <i>31 Dec 2027</i> |
| 1             |                           |                              |                       |                    |
| 2             |                           |                              |                       |                    |
| 3             |                           |                              |                       |                    |
| 4             |                           |                              |                       |                    |
| 5             |                           |                              |                       |                    |
| 6             |                           |                              |                       |                    |
| 7             |                           |                              |                       |                    |
| 8             |                           |                              |                       |                    |
| 9             |                           |                              |                       |                    |
| 10            |                           |                              |                       |                    |

**PART III: DECLARATION BY APPLICANT**

I/We acknowledge that the accompanying information and documents supporting my/our application are true and correct and that MLLPC reserves the right to reject my/our application if there is any false declaration.

I/We declare that I/we have no conflict of interest in connection with MLLPC. A conflict of interest could arise as a result of economic, family, or any other shared interest. I/we will inform MLLPC, without delay, of any situation considered a conflict of interest, or which could give rise to a conflict of interest.

**Declaration of Interest**

Where there is an existing/potential conflict of interest, please provide a brief description of the conflict arising from the application below, for MLLPC's approval.

|                                            |  |
|--------------------------------------------|--|
| Name of Applicant/ Head of Organisation    |  |
| Signature / Official Stamp of Organisation |  |
| Date of Submission                         |  |

Note: Please include Annex A – Proposed Budget and any other supporting documents, and submit as a signed copy. Applications must be duly signed/stamped.