



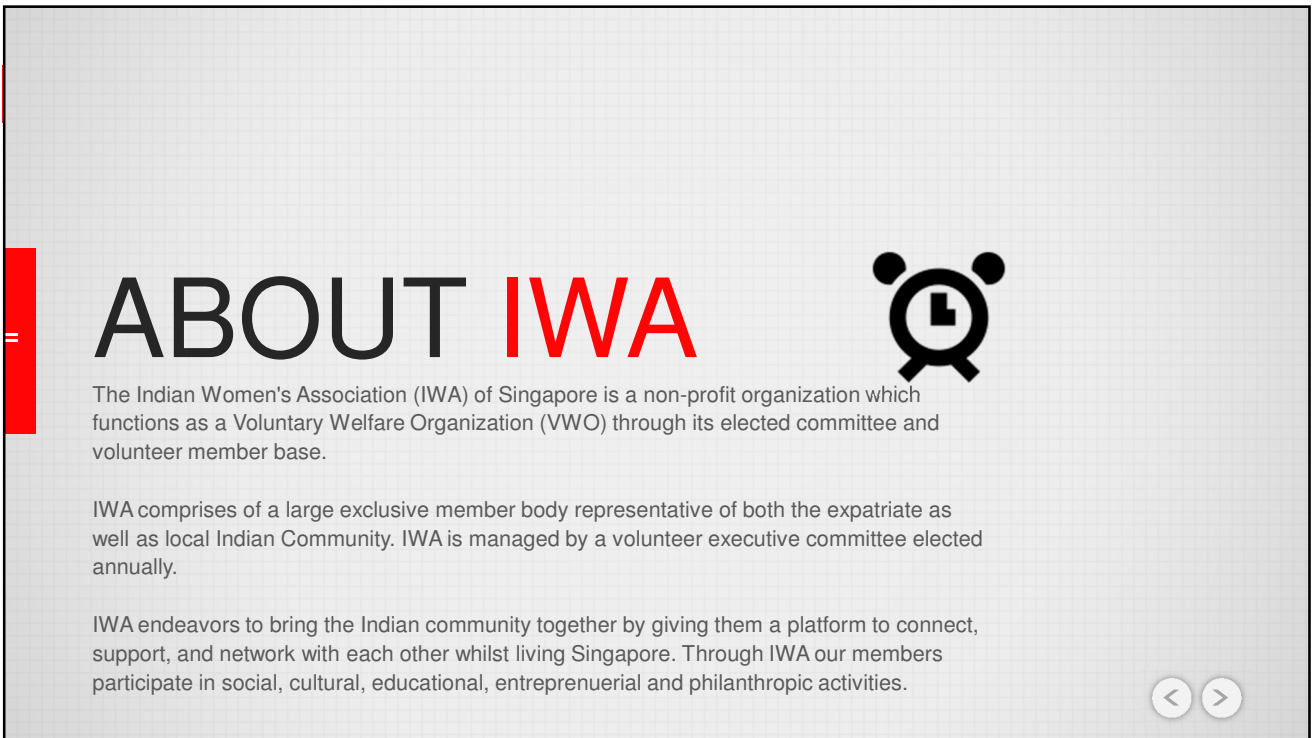
Executive Report

Indian Women's Association


Year 2013

>

This slide features a light gray background with a subtle grid pattern. The title 'Executive Report' is centered in a large, orange, sans-serif font. Below it, the text 'Indian Women's Association' is centered in a smaller, black, sans-serif font. Underneath that, 'Year 2013' is centered in a red, sans-serif font. A small gray speaker icon is positioned between the title and the organization name. At the bottom center, there is a circular button with a right-pointing arrow.



# ABOUT IWA



The Indian Women's Association (IWA) of Singapore is a non-profit organization which functions as a Voluntary Welfare Organization (VWO) through its elected committee and volunteer member base.

IWA comprises of a large exclusive member body representative of both the expatriate as well as local Indian Community. IWA is managed by a volunteer executive committee elected annually.

IWA endeavors to bring the Indian community together by giving them a platform to connect, support, and network with each other whilst living Singapore. Through IWA our members participate in social, cultural, educational, entrepreneurial and philanthropic activities.

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This slide has a light gray background with a grid pattern. On the left side, there is a vertical red bar with a white equals sign. The title 'ABOUT IWA' is prominently displayed, with 'ABOUT' in black and 'IWA' in red. To the right of the title is a black alarm clock icon. Below the title, there are three paragraphs of text in a black, sans-serif font. At the bottom right corner, there are two circular buttons, one with a left-pointing arrow and one with a right-pointing arrow.

## IWA VISION

To CONNECT with the Women Of Indian Origin & Beyond residing in Singapore through I CARE volunteer programs & various initiatives that CELEBRATE talent by providing a platform to interact & showcase skills and to use these common interests to draw women from different walks of life together



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## IWA OBJECTIVES

- ❖ To re-enforce its objective to provide assistance and support wherever possible in settling in Singapore by creating new initiatives to reach out to the newcomers of Indian origin
- ❖ To encourage and foster friendship and understanding within the large and growing community of Indians in Singapore
- ❖ To assist in the orientation and adaptation of new citizens to the Singaporean society and to bring about better cross-cultural understanding
- ❖ To facilitate communication within the community and with other organizations
- ❖ To facilitate a platform for empowering women, by motivating them through education, informational workshops, events and activities that promote women's well being, talents and enterprise
- ❖ To nurture and develop the spirit of volunteering and community service and provide suitable and sustainable programs and opportunities to enable volunteers and give them the chance to make a positive and long-term impact in the community
- ❖ To create a sustainable, active network for effective social integration efforts across Singapore

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# IWA PATH



COMMUNITY SERVICE



EVENTS



CLUBS



AWARD, SCHOLARSHIP



BAZAAR



INTEGRATION

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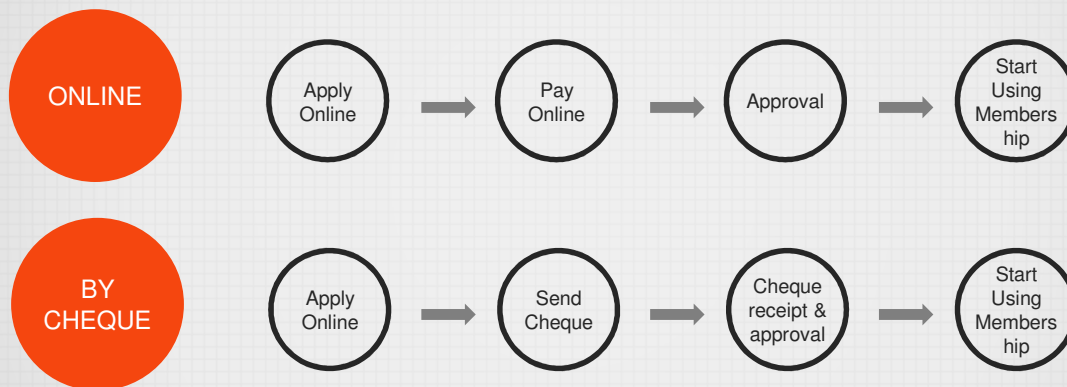
# IWA MEMBERSHIP

FULL MEMBERSHIP is open to all women of Indian origin or married to men of Indian origin residing in Singapore.

ASSOCIATE MEMBERSHIP is open to other women residing in Singapore who do not fulfill full membership criteria



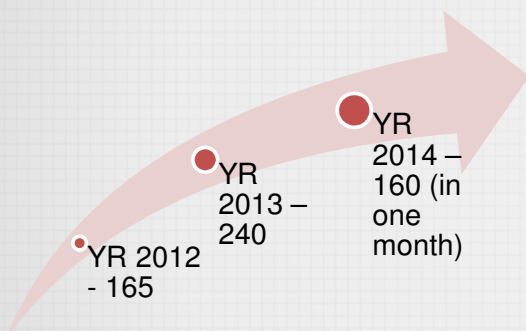
# IWA MEMBERSHIP PROCESS



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# MEMBERSHIP STATISTICS



- 99%** Took membership by applying online
- 75%** Paid for their membership online
- 360** Members and non-members registered online and attended various IWA events
- 100%** We had 100% paperless membership process last year. No paper membership applications, no membership cards.

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## IWA MEMBERSHIP \$ RETURNS

Annual Fee - \$120/- per annum  
For \$10 a month, what is the value of joining?

- |   |   |   |  |  |
|---|---|---|--|--|
| <ul style="list-style-type: none"> <li>• There are 8 interest clubs</li> <li>• With an average of 7 activities every year</li> <li>• Valued at \$10 each</li> </ul> | <ul style="list-style-type: none"> <li>• Weekly updates via newsletters, website, facebook updates, pictures</li> <li>• Build a sense of community, engagement, networking, reach out &amp; touch people</li> </ul> | <ul style="list-style-type: none"> <li>• Access to public events</li> <li>• Bi-annual Bazaars</li> <li>• Fashion Show,</li> <li>• Authors' Events</li> <li>• Engaging &amp; open participation in special interest events that celebrate diversity, achievement &amp; personal empowerment</li> </ul> | <ul style="list-style-type: none"> <li>• Invitation to an annual AGM luncheon &amp; Gift - \$60</li> <li>• Welcome lunch : \$10</li> </ul> | <ul style="list-style-type: none"> <li>• Membership Privileges Savings</li> <li>• Advertising discounts</li> <li>• Bazaar table discounts</li> </ul> |
|---|---|---|--|--|

**Worth : \$560**

**Worth : \$150**

**Worth : \$40**

**Worth : \$70**

**Worth : \$320**

**Over \$1200 in real value at 10% the annual membership fee**

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## IWA MEMBERSHIP PRIVILEGES YR 2013

### EpiTreatz

- Corporate Pack of 3 MD Renewal Hyaluronic Facial and 2 holistic Body Massage at S\$540 (u.p. S\$894)
- Valid at all their outlets
- The offer was valid from from 16th September 2013 to 15th March 2014

### Raffles Hospital

- Specially designed Health Screening packages from as low as S\$360
- Discount on specialist consultations.
- Special attention given by two contact points for making priority appointments at Raffles Hospital

### FE the Nail Lounge

- 15% discount on classic and above nail services
- Valid at raffles city shopping center
- Offer was valid till December 2013

### Tarla Dalal Live

- Special Discount offered to IWA Members for the event booking.
- Unfortunately this event could not happen.

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# IWA MEMBERSHIP PRIVILEGES YR 2014

## RAFFLES HOSPITAL

- Specially designed Health Screening packages from as low as S\$360
- Discount on specialist consultations.
- Special attention given by two contact points for making priority appointments at Raffles Hospital
- Valid till October 2014

## UNIAPP ASSIST

- UniApp-Assist is a team of Independent Counselors helping students with their undergraduate university application process
- Sign up with us between March-July 2014 and avail of a special IWA privilege offer of 5% discount on their fees

## MUSTAFA TRAVELS

- India's finest luxury trains covering the best tourist destinations in exclusive royalty over 8 days. On board you are pampered with fine service and superb cuisine & in each tourist spot you will see the best of forts, palaces & famous locations with experienced English speaking guides.
- Special Rates on Palace on Wheels and Royal Rajasthan on Wheels for IWA Members
- Rates starting from \$3600

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# FIND YOUR PRIVILEGES



Indian Women's Association Singapore

IWA Media  
[View profile](#)  
[Change password](#)  
[Logout](#)

Home About Membership Membership Privileges Events Clubs I Care Bazaar Advertise Contact Us Members Area

### Know Your IWA Membership Privileges

Dear IWA Members,

You enjoy many a members only events free of charge as IWA members. You also get privileged lower rates for many of IWA's paid [events](#). IWA members get invitations to special previews and get extra discounts at some events. Some privileges are also available as lucky draws via [our facebook page](#). You can also avail deep discounts on IWA's e-newsletter and print magazine [advertisement rates](#).

We have a dedicated membership privileges team that strive to bring some of the best consumer offers through our long term tie ups. We will be publishing them here as we sign them. Please do avail them. All these privileges are personally researched, evaluated and validated by IWA Member Privileges group.

We also would love to hear back from you once you visit it. Let us know if you felt the offer was worth it, whether you liked the [service](#), whether you were treated nicely and if you did not like the service what exactly did you not like. We will convey your feedback

Login to [www.iwasigapore.org](http://www.iwasigapore.org); Click on Membership Privileges; Read and USE!

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# IWA EVENTS



## IWA MEMBER'S WELCOME LUNCH



**IWA Members' Rendezvous with a Lunch Date – A welcome event for new and old members to get acquainted and to mingle together**

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## IWA FUNDRAISER EVENTS

### INDIAN AFFAIR CHAPTER 2013

Indian Affaire 2013 Chapter was an Exclusive Champagne Brunch and Fashion Show featuring top notch indian designers Kavita Bhartia, Rajesh Pratap, Payal Pratap, Namrata Joshipura and Kiran Uttam Ghosh followed by their trunk sale.

This elegant event aimed at raising funds for the prestigious National Heritage Board (NHB) of Singapore -specifically to the Asian Civilization Museum looked after by NHB, and it's newest venture - The India Heritage Centre.

The event was attended by 200 fashion lovers and media representatives and was raved by all.

### BAZAAR

IWA organizes 2 bazaars each year – a summer bazaar and a Diwali bazaar

IWA Bazaars are always highly sought after, looked forward to and praised by vendors and shoppers alike.

This years bazaars brought more than 100 vendors under one roof and gave exclusive and unique shopping opportunities to all shoppers.

Our privilege partners and collaborators also pitched in and availed the much needed opportunity to reach the masses through various IWA organized marketing avenues during the bazaar.

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## IWA FUN EVENTS

### HOLI

IWA Holi saw an amazing turnout of over 225 enthusiastic members and friends. It was organized at East Coast Parkway at Myra's beach club over a sumptuous lunch, DJ and dhol arrangements.

### LADIES NIGHT OUT

IWA Ladies night out was a chill out event for members of IWA to meet, chat up and let their hair down.

It was organized at The DOM Lounge and saw a good crowd of 30 ladies turn out

### AN EVENING OF FUN

IWA felicitated its IWA SMU Vidya Scholar of 2012 Ms Indera Arun and also celebrated its members with their families at the Indian Association grounds.

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# IWA COMMUNITY SERVICE INITIATIVES

## SWAMI HOME

IWA members, volunteers, friends and family visit SWAMI HOME – a home for the elderly – 4 times a year. We celebrate birthdays of the elderly in that quarter and also give them goodies and try to bring some cheer in their lives.

IWA visits SWAMI Home 4 times a year and celebrate 4 different themes – Holi, Baisakhi, Gokulashtami and Christmas.

We stage various cultural programs for the entertainment of the residents.

## GOONJ DRIVE

IWA ran a collection drive for NGO Goonj in which a team of 50 volunteers worked for 2 days at 3 collection centres worked non stop weighing, writing receipts, sorting & packing from morning to evening

We collected pre-used items amounting to 3715 kilos which were shipped to India.

## BSS

IWA started its association with Beyond Social Services as a part of its I CARE initiative this year

Beyond Social Services (BSS), an organization working towards reducing delinquency amongst children through family, community and support groups. This NGO is helping children and minors committing crimes in constructive ways.

IWA did a volunteer orientation session with them and assisted their valentines day event too.

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# IWA EMPOWERMENT CELL EVENTS

## WHAT IS THE RIGHT WORD

IWA Empowerment Cell brought "What is the right word - Effective Communication Styles in relationships and conflict resolution strategies" to its members.

It was a highly interactive half day workshop conducted by IWA member and psychologist Dr Amita Sarkar on understanding how to overcome this fear of miscommunication in relationships and conflicts. This interactive workshop focused on problems faced in day to day life vis-à-vis communication, strategies to help deal with conflicts with our near and dear ones

**It is not just "what you say".. but also "how you say" that matters!**

## Awareness on Everyday Equality

IWA Empowerment Cell brought **A theatre workshop** on '**Challenging Mindsets**' with a focus on gender sensitization to its members.

This was done through a fun medium of forum theatre in which members participated, created and concluded the stories – Stories that will made us think and evaluate our own direction.

This workshop was facilitated by our very own IWA member playwright and director Sangeeta Nambiar.

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## IWA INTEGRATION EVENTS

### EKTA INTEGRATION AWARD

The subject of Integration has always been on the forefront of IWA's agenda.

IWA was able to be a part of the integration night organized by Tamil Murasu and Tabla! and conferred IWA EKTA Integration Award on Mr K Kesavapany.

Another highlight of the event was auctioning of a unique painting named "Play" by Neeraj Goswami, one of the most renowned artists from India. This painting had been donated to IWA to auction off and donate the money to a charity of our choice. The auction raised 6,500 SGD, The charity chosen was SINDA's preschool program. Our contribution will enable more than 600 children from the weaker sections of society to have trained educators

### RANGOLI @ MBS

IWA took part in an artistic extravaganza which explores the ancient cultural tradition of Rangoli and celebrates Deepavali – the Indian festival of lights.

We joined hands and created a giant 4m X 4m rangoli pattern led by different Indian community groups, with designs inspired by the Eames' love of India and geometry.

Two out of the three Rangoli designers were IWA committee members - Kavita Daga & Neelam Lara. We are thoroughly proud of them.

Every visitor was given a chance to put in some pieces to fill up this Rangoli and see it come to life

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## IWA JOINT EVENTS

### ARTISTS' EVENT

IWA In conjunction with PHI Events Singapore & Sanchit Art Gallery organized a tete-a-tete of IWA members with some Of The Biggest Names From The World Of Contemporary Indian Art like Jayasri Burman, Jogen Chowdhury, Neeraj Goswami, Paresh Maity, Thota Vaikuntam. art critic Arun Ghose. Discussion was moderated by local Indian artist Joyotee Ray Chaudhury.

Also on display were works by Ganesh Pyne, K. Laxma Gaud, Lalu Prasad Shaw & Satish Gujral

### GEMS TALK

IWA along with The Jewellery Design and Management International School brought to all IWA members a Talk on "Emeralds Rubies & Sapphires - Unusual Facts Unveiled" in Singapore Jewellery and Gem Fair at Marina Bay Sands Convention Centre.

Tanja Sadow, the Dean of the JDMIS shared her knowledge and experience of gems.

### HEALTH TALK

Raffles Hospital organized a health talk on "Feasting on the Secrets to Healthy Weight Loss" where in an Indian Dietitian and Chinese Physician spoke to IWA members on how you can achieve a healthy weight through proper diet and using natural methods of TCM.

IWA members also enjoyed a healthy yet wholesome weight-loss friendly vegetarian lunch which recipes were specially prepared by the speakers.

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## IWA CLUB EVENTS

CLUB	# OF EVENTS	# of people attended
BOOK CLUB	11	10 to 45
MUSIC CLUB	6	15 to 45
ENTREPRENUER CLUB	3	15 to 30
GOURMET GODDESS CLUB	5	15 to 35
KIDZVENTURE CLUB	4	10 to 20
HEALTH & FITNESS CLUB	4	20+
SCRABBLE CLUB	6	6 to 8
ADDA CLUB	3	8 to 15

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## IWA SMU VIDYA SCHOLARSHIP



As a measure of giving back and encouraging a talented but underprivileged child to attain higher education, IWA launched its first 'IWA Vidya Scholarship' with SMU.

The objective of the Scholarship is to support one undergraduate in the degree programme at the University, with demonstrated financial need under MOE or a deserving student as chosen by SMU criteria.

This year's recipient of the IWA Vidya Scholarship Ms Heng Hong Na is a second-year undergraduate pursuing a degree in Accountancy at Singapore Management University. Her father runs a small business and is the sole breadwinner of the family and the financial commitment of a tertiary education took a large sum out of the family's savings

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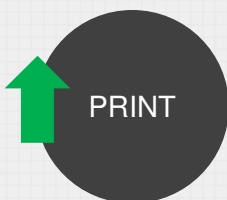


# IWA MARKETING BENEFITS

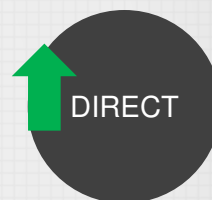
Members can avail IWA publicity channels at a heavily discounted rate



- Weekly e-newsletter
- Website banner
- Promoted events with clubs
- Facebook ads during bazaar



- IWA Dhvani
- Flyers and goodies in IWA goodie bag during bazaar/AGM



- BAZAAR Stalls
- Volunteer your skills at IWA Club events as Subject Matter Expert

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# MEET IWA 2013 TEAM



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## CONTACT US



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**TWITTER** [iwasingapore](https://twitter.com/iwasingapore)  
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THANK YOU **FOR A GREAT 2013**  
SEE YOU AGAIN **IN 2014**