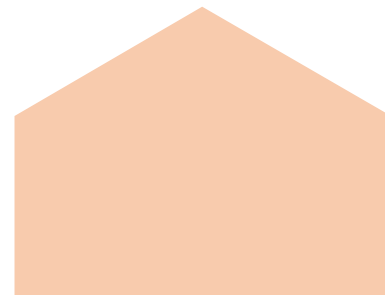




MENDAKI Baby Playkit

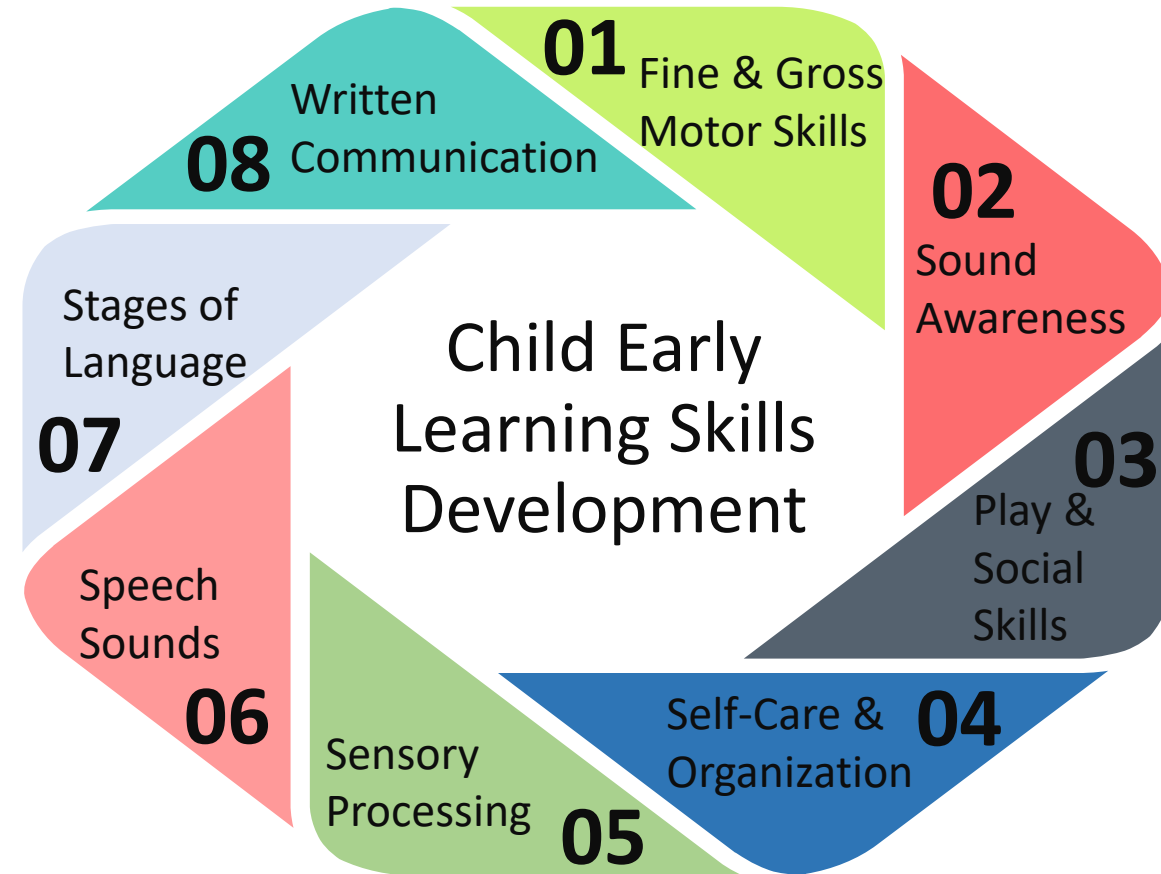


OVERVIEW OF BABY PLAYKIT

Baby Playkit is starter pack full with activities and materials to **encourage bonding** between parents and children **aged 0 to 3 years old**. The items are **open-ended** and to be curated based on **child's stages of development and emerging capabilities**.

Target Group

- Malay/Muslim Newlywed couples receiving newborn for the first time
- Malay/Muslim families with children under 3 years old (Child born 2019 onwards)



Source: <https://childdevelopment.com.au/>

OBJECTIVES OF BABY PLAYKIT

1 Providing **learn-through-play** resources, enhancing their developmental milestones.

2 Creating opportunities for young child to develop **critical thinking skills** through the **open-ended Baby Playkit items**.

3 **Empowering parent's active role** in moulding their child's learning and development and at the same time facilitate **fun learning activities at home** through the items in the Baby Playkit.



BABY PLAYKIT

- Allow for nurturing of curiosity through discovery and exploration
- **Hands-on Learning & Play-** promoting learning and engagement
- **Intentional interaction** for parent and child thus fostering bond in family



REGISTRATION PROCESS

Register link->

<http://bit.ly/YMBabyPlaykit>

Note: Data Privacy Notice included in the portal/form

Required fields to be filled:

1. Child's Birth Certificate Number
2. Parent's Full Name
3. Parent's Email Address
4. Parent's Contact Number
5. Residential Address (default delivery address)

Eligibility Criteria:

1. Child or at least one parent must be Singapore Citizen or Singapore Permanent Resident
2. Child born from 2019 onwards

FAQs

1. Who should benefit for this MENDAKI Baby Playkit?

- This Baby Playkit is specially curated for children aged 0-3 as it contain items which enhance their fine, motor and sensory skills.

2. What is the eligibility criteria to receive this MENDAKI Baby Playkit?

- Child or at least one parent must be Singapore Citizen or Singapore Permanent Resident
- Child born from 2019 onwards

3. How do I register for MENDAKI Baby Playkit? Is there any registration fees?

- Via MyMENDAKI Portal (under Events): <http://bit.ly/YMBabyPlaykit>
- MENDAKI Baby Playkit is complimentary for each Muslim household

4. When should I receive the MENDAKI Baby Playkit?

- Once registration is approved, please allow at least two (2) weeks from the approved registration date for the MENDAKI Baby Playkit to arrive at your residential address

5. How do I engage my child with the MENDAKI Baby Playkit?

- Refer to the Instructional Guide for a brief introduction of the items in the MENDAKI Baby Playkit
- Scan the QR code on the guide to view the educational video for more information.
- Introduce each items per day to your child during parent-child bonding time.

BABY PLAYKIT BY MENDAKI



<https://www.youtube.com/watch?v=v81mM1tfso>

Note: Click to play video



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