



ANNUAL AWARDS 2015

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Winners Profiles



## Foreword



In Maldivian Society women are often unrecognized and unappreciated for the infinite contribution to the society. The number of women active in fulfilling the different responsibilities of the society is numerous. Regardless of the number, many generations have evolved and the role of women and their contribution to the society is being overlooked or taken as granted! This societal norm is saddening and this is the main reason why Women on Boards (WOB) has introduced its Annual Awards to acknowledge and appreciate capable women in society that have contributed to the development in different ways.

As the President of WOB - an NGO, I am happy that our NGO has taken this initiative and will continue to do so annually, In Sha Allah. We will definitely continue to appreciate women in our society and will continue inspiring more and more to succeed. The women profiled in this publication are role models for humankind who have illustrated leadership capability with humanity and have balanced societal life and corporate life without neglecting their social responsibility towards the society. In choosing the winners of this year's WOB Annual Awards, the independent Jury Committee has reviewed the contribution in all these aspects to choose the ultimate winners in the respective categories.

I take this opportunity to thank the Jury Committee Members and especially the Chairperson of the Committee Dr. Aishath Muneeza and all the members and stakeholders of our NGO, for their unabated effort to make this dream of WOB a reality. I thank all the sponsors and partners especially Ensis Investments and our platinum sponsor Ooredoo; for their continuous support and Sun Media for always covering us.

Last, but not least, I congratulate all the winners of the 2015 WOB Annual Awards 2015 and it is my humble request to all winners to become a mentor for a women who needs guidance and also to nominate one woman for the next year's award whom they feel deserves recognition.

Thank You and Best Wishes

Fathimath Shafeega  
President  
Women on Boards

## WOB Distinction and Award for Best Woman Chairperson 2015



### **Ibthishama Ahmed Saeed**

Former Secretary, Honorary Consul at the Royal Norwegian Consulate  
Former Secretary, Honorary Consul at the Consulate of Sweden  
Former Secretary, Honorary Consul at the Royal Danish Consulate  
Chairperson, Board of Maldives Tourism Development Corporation (MTDC)

Ibthishama Ahmed Saeed is the chairperson of Maldives Tourism Development Corporation (MTDC) since June 2014. She has over thirteen years of experience in the banking sector and for eleven years she has fulfilled a responsible and senior role in Bank of Maldives. She has also been the Secretary to the Managing Director of Cyprea Pvt Ltd for two years.

She holds a Masters of Arts in Marketing Communication from University of Westminster, United Kingdom. She has participated in many trainings and workshops related to Directorship training among other fields and has obtained Executive Certificate in Directorship SMU-SID, Singapore 2014. She sits as a member of the Board of Directors of Bank of Maldives at present as a non-executive director. She contributes to the academic field as a visiting lecturer.

She has been the Secretary to the Honorary Consul at the Royal Norwegian Consulate from 1998-2000, Secretary to the Honorary Consul at the Consulate of Sweden from 1998-2000 and Secretary to the Honorary Consul at the Royal Danish Consulate from 1998-2000. She has contributed immensely for the development of Modern academy for Professional studies, Maldives.

As the Chairperson of MTDC, Ms. Ibthishama has made a difference by experimenting new innovative ideas to maximize the profit of the company. Under her chairpersonship, MTDC recorded a profit of MVR93.7 million during last year compared to MVR13.6 million the year before that. She has illustrated leadership skill and has been managing the boardroom efficiently. She is among the few Maldivians who have fulfilled the responsibility as a chairperson of a State Owned Enterprise and is an inspiration to women in Maldives.

## WOB Distinction and Award for Best Woman CEO in Private Sector 2015



### Dr Mariyam Shakeela

CEO, SIMDI Group of Companies

Former Cabinet Minister of Environment

Former Cabinet Minister of Health and Gender and Minister of Health

Former Acting Cabinet Minister for Gender Family and Human Rights

Former Acting Cabinet Minister for Foreign Affairs

Former Chairperson, WHO Executive Board

Chairperson for: Institute of counseling and Psychotherapy

Dhives Institute

Addu Women's Association  
Maldivian Network to Empower Women

Director/shareholder: Silver Seven  
Australia Pty Ltd

Director/Shareholder Fast Sands  
Australia Pty Ltd

Dr Mariyam Shakeela, a doctoral Graduate from Curtin University in Western Australia has been serving in various fields for 38 years since she began her business journey in 1978 while she was still in school and trying her hand as a tutor, and an assistant tailor/embroider as a means to earn her own pocket money. Since her simple beginning, her journey took her

through diverse fields ranging into teaching different disciplines at primary and tertiary level, from business, wholesale and retail, trading, design and interior, education, hospitality, real estate and medical fields; and extending both nationally and internationally, politically, socially, and through private and public sector and even as a highly respected Cabinet Minister in the Maldivian Government. As a Cabinet Minister she served as Minister of Environment and Energy, Acting Minister for Gender Family and Human Rights, Acting Minister for Foreign Affairs, Minister of Health and Gender and Minister of Health. She managed her portfolios most admirably and at the most challenging of times the country has seen standing up courageously to the world to defend her country. She also served as the Chairperson of the prestigious WHO Executive Board which is a voted position based on merit, and her performance as the chair at WHO is held at highest esteem.

Apart from her time in the government in two separate periods of her life; working in Health and Education sector around late 80's and early 1990's; and later as a Cabinet Minister; Dr Mariyam Shakeela has been working almost exclusively in private sector as owner/operator/shareholder proving her capability as a Business Woman of good standing.

Her perseverance and affinity for new challenges led her to become an entrepreneur in 1992, earning the respect of people around her. Among her many other roles, she is currently the CEO of SIMDI Group of Companies in Maldives which is one of the oldest and most diversified and influential Business Organizations in Maldives. As its CEO she has established businesses links in other countries such as Australia Malaysia and Dubai and actively run Businesses especially in real estate and investment in these countries. She also led SIMDI into developing the first luxury serviced apartments in Malé, introduced office automation systems, ventured into duty free trading in liquor and tobacco and introduced bonded warehousing in the Maldives. She was also one of the instrumental figures in lifting the image of Maldives tourism to the next level, having played an active and important role in designing and initially managing the Flagship property Kanuhura Beach and Spa resort; which later caught

the attention of international 5/6 Star market and became the First One & Only hotel in the world; as One & Only Kanuhura; which was the first true five star Resort in the Maldives charging premium rates.

Dr Shakeela is also the Chairperson for International Medical and Diagnostic Centre (IMDC) which is the first and only private hospital in an island setting; Chairperson of Institute of Counseling and Psychotherapy (ICP); Dhives Institute; and also Chairperson to two NGO's: Addu Women's Association (AWA) Maldives Network to Empower Women (MNEW). She is also a member of CSAG, of UN WOMEN, MCO. As an academic, she has also several publications to her name. She is also Skilled in sewing, arts and craft as well as creative writing, and composing poetry both in English and Dhivehi. She is an accomplished poet/author whose books are already in publication both internationally and locally.

Her roles were often multitasking as a wife, a mother, a teacher, a student, a manager /leader/entrepreneur and a socially active figure; yet always managing them diligently without compromising quality. Under her different portfolios, Dr Shakeela has made a difference to the society and has proven the capability of women in multitasking and handling and leading reputable corporations. Her uncompromising work ethics and commitment has earned her immense respect of hundreds of employees and her associates both nationally and internationally. She is indeed an inspiration to women who aspire to become a business leader and has proven that although life is a struggle, with perseverance and determination, women can become successful and yet achieve self-reliance and happiness.

## WOB Distinction and Award for Best Woman CEO in Private Sector 2015



### **Aishath Shifana Wajeesh**

CEO, Heat Health, Fitness & Beauty

Aishath Shifana Wajeesh has 17 years of experience in health and fitness industry of Maldives and she has been continuously serving the industry by bringing innovative changes to the industry.

She has been conferred with National Youth Entrepreneur Award in 2004 for her hard work and

dedication in serving in the then emerging industry of health and fitness in Maldives.

As a successful businesswoman, she has served as the Vice president, Maldives chamber of commerce in the year 2011 and from 2009 to 2010 she has served as an Executive board member of Maldives chamber of commerce. She is also a Founder member of JCI (2005). She is a member of a professional body, Part of Les Mills Body Training Systems. She is also currently the Vice President of Women Development Committee, Male' city as well as the Vice Chairperson of Maldives Authentic Crafts Cooperative Society (MACCS).

As the CEO of Heat Health, Fitness & Beauty, she has not only shaped the body of a large number of women in the country, but has been a mentor for numerous women to establish themselves in the industry. She has also brought revolutionary changes to the health and fitness industry in Maldives. Her hard work and dedication to establish her own business is an Inspiration to any woman who aspires to become a self sufficient and successful.

## WOB Distinction and Award for Best Woman Manager 2015



### **Juwairiya Wajdy**

Co-owner, Juway's Café and Restaurant

Juwairiya Wajdy has over 34 years of experience in the field of the culinary arts industry of the Maldives. She has been recognized for her service by conferring more than fourteen national awards such as the prestigious Rehendhi award in 2014 which is the highest award for working women conferred by the Maldivian government. In addition to this she has received the Presidents award for two of her books furthermore she was awarded the Kanbaidhi award 2016 (award for best working women) by the WDC (Women Development Committee).

Juwairiya has participated in numerous training programs and is a member of more than nineteen professional bodies. She is on the SME (small and medium entrepreneurs) council board representing women entrepreneurs; she has been a trainer and a teacher

of cooking and culinary arts since 1980. The number of students she has trained in the field is numerous and today most of them are well established in the field.

She has also conducted various types of cookery programs on TV and radio such as Juway's Cookery Class and Juway Dhaatha ge Kuda Kakkaa Course which is popular among children and youth. The businesses she has established are Juway's café' and Restaurant, Juway's Rose Boutique and Juway's party and catering. She has published more than 75 cooking books consisting of 6000 recipes, 3800 of which, are her own creations. In addition to this she conducts handicraft courses as well (Juway's Handicrafts).

To fulfill her social responsibility she has conducted free classes of "Juway Dhaatha ge Kuda Kakkaa" Course in 4 schools in Male' and numerous other courses have been conducted in different locations of the country. She is also the vice-president of Women's Arts and Crafts association and Addu Womens association of Maldives and through these associations, numerous activities on the subject has been carried out successfully. Juway's Food Fair and business exhibitions have been conducted in various locations nation wide, which has been initiated and implemented by her.

As the Co-owner of Juway's Café' and many other businesses, Juwairiya Wajdy has proved that one should never stop seeking knowledge and disseminating what you know if you intend to become successful. Sharing what you know will make you stronger each day and sharing is indeed a skill that any women who hopes to become successful should practice. She is definitely an inspiration to all women who wants to make a difference to the world.



## WOB Distinction and Award for Best Woman Manager 2015



### **Aishath Ibrahim**

Manager, "Styles and Profiles Salon"

Ms Aishath Ibrahim has 16 years of experience in beauty and hair dressing industry of Maldives. She is a professional make-up and hair dressing artist who has served the society in her field continuously.

She has trained potential hairdressers, beauticians from 2000 to 2009 at the Youth Ministry, as a lecturer. She trained students in Addu atoll in 2003 in this field as well. You can find her students working as professionals in salons all over Male'.

She was also in charge of conducting Hair Dressing and Beauty Training courses in 2005 for the Government Skill Development Programme to Aminiyya and Majeedhiyya including SEN (Special Education Need Students from Imaadudeen School.

In order to provide a better future, currently She offers and volunteers to give special trainings in hair dressing and beauty to help interested children so that they are skilled to work in her salon. She is also a visiting lecturer training number of students in the field at Maldives Polytechnic.

Ms Aishath has provided pro bono service to serve the society in number of occasions including makeup and hair for VTV singing competition in 2013, makeup and hair for Bride's Fair in 2010, makeup and hair for Designer's Week in 2013 and her saloon, Styles & Profiles gives free haircuts to the children on a monthly basis.

As the Manager of Styles and Profiles Saloon, Ms Aishath has proved her ability to succeed in life through her own work and skills. Practically she has proved that no matter how successful one is, social responsibility owed as a member of society shall never be forgotten and neglected. She has proved that nothing is impossible if you work hard in achieving your targets and she is an example to women who have dreams to climb the ladder of success.

## WOB Distinction and Award for Best Young Professional 2015



### **Shidhatha Shareef**

Former Deputy Minister, Law and Gender  
Former Director, Care Society  
Managing Director, Institute of Counseling and Psychotherapy

Shidhatha Shareef has 14 years in social service and she has been conferred with President's Award in 2012. She has held various positions in the field including the post of Deputy Minister of Law and Gender from 2014 to 2015, Deputy Minister of Health and Gender from 2013-2014, Deputy Minister of Gender Family and Human Rights in 2013, Director of Care Society from 2008-2013, Assistant Director of Care Society from 2002-2008. She is a guest lecturer and she has published many writings on social issues.

Shidhatha has proved that experience and knowledge is power to success and it is impossible to seek experience and knowledge to the highest level unless you practice what you preach and speak love in the society while advocating for equity. Rehabilitation should be the key in progress with any society and no one should be isolated. This is the way to achieve a happy society.

## WOB Distinction and Award for Best Young Professional 2015



### Minha Faiz Rashaad

General Manager, Sales & Marketing  
Head of Programs, Sun Media Group  
Assistant Editor, Sun Magazine  
Owner, Dreams by Minnu

Minha Faiz Rashaad has 9 years of experience in the media field. She joined Sun as a Marketing Executive; with her leadership and team managerial skill and her determination she is now head of two department of Sun Media Group; serving as General Manager Sales and Marketing and Head of Programs. She also holds the position of Assistant Editor in the fourthly local magazine released by Sun Media known as “Sun Magazine”; in which she contributes her own articles regarding health beauty and fashion.

Minha has being awarded as senior member of Royal Institute of Mass Communication Singapore during their 7<sup>th</sup> Global congress, held in Hotel Jen on 7th May 2016. With her immense contribution, Sun Media Group achieved the International Award of

Excellence, International Star for Leadership and Quality Award in 2014.

While simultaneously excelling at her duties at Sun Media, Minha also owns her own business “Dreams by Minnu”, a boutique clothing shop since 2011. This shop produces handmade dresses for variety of occasions including wedding dresses, kids party dresses as well as suits for men.

Minha was the organizer and in charge of marketing the nationwide award ceremony, Sun FM Awards held by Sun Media Group in the year 2009 and 2010. She also worked hand in hand promoting and event coordinating the album produced and directed by Sun FM as “Vaahandhaanakun” series 1 and 2 which was dedicated to the famous vocalist of Maldives “Naifaru Dhohokkobe”. Due to her managerial skills Minha was appointed as the producer of the album “Vaahandhaanakun 3” which was released in 2015.

In 2014 “Sun Rashah”, a program designed to cover all the islands of the Maldives, had its first trip to Gn.Fuvahmulah which Minha lead as the program coordinator and was actively involved in supporting the editors and team members in the coverage. A live “Kudakudhinge Haveeru” program was also broadcasted straight from Fuvahmulah Thundi during the trip.

In addition to this she is the producer of the variety show broadcasted by Sun TV and Sun FM aired every Friday at 2:30pm known as “Hukurufas”, which has covered former presidents like President Maumoon Abdul Gayoom and President Dr. Waheed and various well-known figures of the society. Minha also produced and presented a lifestyle, fashion beauty program in Sun TV known as “Fashion Talk”.

Her educational qualifications include Diploma in Hairdressing, Diploma in Marketing, and Diploma in Human Resource Management which was completed from Colombo. She did BTECH Higher National Diploma in Fashion Designing from Academy of Design Colombo and accomplished Bachelor of Design, Majoring in Fashion Marketing with Distinction from Raffles College of Design and Commerce Bangkok. Currently she is completing Masters in Business Administration for Executives from British School of Commerce, Colombo.

She worked as a volunteer in creating awareness among the community regarding drug, tobacco and alcohol consumption in an NGO called Alcohol and Drug Information Center (ADIC) in Colombo during 2007. In 2014 during Male' Water Crisis, with the support from Male' Aerated Water Company

Minha lead Sun Media team to distribute Water to the citizens of Male'. Furthermore in 2016 during G.Dh Thinadhoo Power Crisis; in partnership with Male' Aerated Water Company and Maldivian; she initiated and lead Sun Media team in providing water to the citizens of G.Dh Thinadhoo. Minha was also a page admin of the "Help Thinadhoo" facebook page created to give exposure to gain help and support during G.Dh Thinadhoo Power Crisis.

Minha has proved that voluntarism is the key to success and integrity should be the password for the success as there is no gadget that cannot be unlocked with that password. Mentorship and guidance seeking is important in progressing the career and if one can act upon the guidance given, they can achieve their goals and dreams.

## WOB Distinction and Award for Best Young Professional 2015



### **Aishath Shimla**

Board Director - Maldives Road Development Corporation (MRDC)

Aishath Shimla is a highly accomplished career woman and academic, who has 15 years of experience in the academic field, with continuous service to the port industry since 2001. She is the only woman from Maldives to hold a *Masters in (Port Management) (MSc) Maritime Affairs: Port Management* obtained from World Maritime University. She is currently undergoing her *Masters in Business Administration* from British School of Commerce in Sri Lanka.

Shimla is a motivated Board Director and exceptional

leader talented at business management, maritime management and project management with solid experience in managing all levels of large scale projects, including budgeting and administration. She is currently one of only two female Heads of Departments at Maldives Ports Limited, and also a Board Director of Maldives Road Development Corporation (MRDC) since 2014. She also held the position of Board Director and Chairperson of the Audit Committee of State Electric Company Ltd (STELCO) from 2012 to 2014, she was Treasurer of the World Maritime University Student Council from 2010-2011, and was also the President of Women's Wing of PA from 2009 to 2010.

Shimla has proven that academic excellence is the key to success and learning is a lifelong process. She is a lecturer at Port Training Centre, where she undertakes management programs, such as the *Modern Port Management* and *Diploma in Port Management* program of United Nations Conference on Trade and Development (UNCTAD), as well as the *Port Workers Safety* program of International Labor Organization (ILO). She is also involved in the curriculum development for "Diploma in Shipping and Port Management" for the center. In addition, she also lectures at private colleges as a part time hobby. Her passion to teach and contribute to the society as an academician proves her contribution to create a society that is educated.

## WOB Distinction and Award for Best Young Professional 2015



### **Aminath Zoonah**

Architect- Maldives Transport and Contracting Company Plc

Aminath Zoonah is trained as an Architect and as a surveyor, and has a unique 12 year background in administration, communications, project management, surveying, design development and management of multi-million dollar development

projects. She was recently conferred with Masters in Business Administration from Open University of Malaysia. In addition, she has been conferred with “Dean Award for Outstanding Performance” from Limkokwing University of Creative Technology in 2009 and "Highly commended award" from Curtin University Australia in 2011 for her academic excellence. One of her most remarkable and prominent projects in her profession that was successfully undertaken is the Interactive Musical Fountain project at the Republic Square in the capital city of Maldives. She has undertaken numerous architectural design projects which includes commercial, corporate, hospitality, residential and civic designs.

Since her school days, she has been an active girl guide contributing the society. Zoonah has shown that once a girl guide is a girl guide for life. She is currently working closely with Atoll councils on pro bono civic projects to enhance the island scape and promote healthy lifestyles. She has proved that professionally one can achieve high goals without compromising one’s character and advocates gender equality. Hard work and dedication with passion will definitely prove that you are capable of doing anything; irrespective of your gender.

## WOB Distinction and Award for Best Young Professional 2015



### **Fathmath Mizna Ali**

Architect, Maldives Transport and Contracting Company Plc

Fathmath Mizna Ali, MRIA(Sr) has 13 years of experience in the construction industry, currently working in the leading construction company in Maldives, Maldives Transport and Contracting Company Plc. She has been working in MTCC for past 5 years as an Architect. She is a member of Maldives Architect Association, Senior member of Royal Institute of Architects, Singapore and she was the vice president of Club MTCC from 2013-2015. She has completed her Master's Degree in Business Administration recently.

She has worked and accomplished numerous projects in her carrier. And One of the most prominent project she has undertaken successfully is the Interactive Water Fountain in the Republic Square of Maldives.

Mizna has proved that being young is not an inhibition to achieve what you aspire. Team effort is the key to success and in a male dominated industry, she has become successful in proving that gender equality is important.

## WOB Distinction and Award for Best Young Professional 2015



### **Aishath Shamaha**

Private Educator

Aishath Shamaha worked as a trained primary school teacher and has 17 years of experience in teaching and she has been conducting tuition classes for students. She has played an integral role in enhancing the skills of her students and contributes to her workplace. Numerous students she has taught over the years have appreciated her. Currently studying Master's in Education in Avid College.

She has enormous dedication and commitment to her passion of educating. Shamaha has proved that it is possible to remain in one profession for a long period and you can make a difference to the society and become self sufficient if you have passion and the dedication required to keep your self in working towards excellence.

Over the years, the appreciation received from the society has kept her moving forward. Seeing her students prosper is her greatest accomplishment.



## Annual Awards 2015 Judging Panel

The Judging Panel for Annual Awards 2015 comprises of both local and international remarkable leaders and experts.

**1. Dr. Aishath Muneeza ,**

Chairperson of Judging Panel,  
Vice President of Women on Boards  
Chairperson of Maldives Islamic Finance Centre

**2. Aishath Rafiyya**

Former Chief Operating Officer of Women on Boards  
Former Executive Board Member of Women on Boards  
Deputy Leader Maldives Development Alliance (MDA)  
Founder member of Regional Alliance for Fostering Youth (RAFY)

**3. Dr. Rusnee Hassan**

Associate Professor at International Islamic University  
Malaysia

**4. Abdul Wahid Thoufeeg**

Director of Ensis Fisheries

**5. Fathmath Shafeega**

Part-time Lecturer at Maldives National University

**Panel Secretary:**

**Aminath Maiha Ahmed**

Marketing Executive and Board Secretary of Women on Boards  
Assistant Manager, Marketing, Sales & Service at Sheesha Pvt Ltd

## More Than What You Know

Don't ignore the ones who are half this world,  
Who can do more than just what they're told.  
Don't ignore the ones who can prove their worth,  
Who are for more than just giving birth.  
Don't ignore the ones who can do great things,  
Who are doctors and lawyers - with or without rings.  
Don't ignore the ones who can do so much,  
By doing so you'll only be getting yourself a crutch.

Women aren't just a decorative piece,  
An object to behold, to do as you please.  
Women aren't just mothers, though that's a great thing to be;  
It's just that they're not given room to be free.  
Women aren't just faces or bodies, they're people too,  
And they should be appreciated for what they do.  
Women aren't just there to please your every whim,  
They're individuals by their own right, not by being related to him.

Rally together and raise your voice,  
Let women be heard, let them have a choice.  
Rally together and give them space,  
Let them do their own thing, at their own pace.  
Rally together and support our women,  
Because they are capable of as much as men.  
Rally together and stay to fight,  
Let women be people, let them have a right.

They're more than what you know,  
So, please, don't just say no.

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Poem by Zuhura Ismail

Zuhura Ismail is an A'level student who is both an artist and a writer by skill; she is also currently a member of the Maldives National Swimming Team.





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