



WOB
AWARDS
2017

WINNER'S
PROFILE



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MESSAGE FROM PRESIDENT OF WOMEN ON BOARDS



Fathimath Shafeega

All praise is due to Allah (SW) and peace and blessings be upon His Messenger Prophet Muhammad (SAW).

Assalamalaikum!

It gives me immense pleasure to welcome and congratulate all the winners of WOB Awards 2017. This is the third year we are holding this event, and I thank Allah (SW) for giving us the strength to do this despite the challenges we face. I take this opportunity to thank the Vice President of WOB, Dr. Aishath Muneeza, who has chaired the jury panel for the last three years since the inception of WOB Awards. Her untiring efforts in recognizing women role models are an inspiration for upcoming generations. I would also like to offer my special thanks to the Jury Panel of WOB Awards for their commitment in making the awards selection process fair and successful.

WOB Awards began humbly at a time when younger generations were in need of inspirational role models. Today, I am happy to find that our recognition via WOB Awards have motivated many women, and has inspired many to be like them. This is something we should encourage as a norm in society.

This year, WOB Awards recognize ten outstanding women, including women around the world. This year's Awards are special for

four reasons: we have introduced a lifetime achievement category; we have paved way to recognize service rendered to public governance; we have included a special category on Islamic Finance; and for the first time, WOB Awards recognizes the service of men dedicated to mentoring women.

I thank HE the President Yameen Abdul Gayoom, and our first lady, Madam Fathimath Ibrahim Didi, for their continuous support and encouragement in making the lives of women better in this country, by giving more opportunities for women to participate in leadership positions. I am pleased to witness the positive impacts created by the efforts of our NGO within such a short span of time. Our members and stakeholders are our strength, and we have reached this level together.

We are delighted to announce our plans to begin work in public governance from this year onwards, under the slogan, "Fusing Corporate Governance and Public Governance for Female Leadership."

My sincere appreciation goes to all the sponsors of WOB Annual Awards, who have contributed generously to make this event a possibility and a success. May Allah (SW) bless all our efforts. Ameen!

Thank you.

SPONSORED BY



VENUE PARTNER



MEDIA PARTNER



DESIGN PARTNER





THE AWARD

"Breaking the mould was our desideratum; to create an award that not only has the function to aspire but that would be perceived as a 'royal honor', at the same time has a strong reference to the iconography of 'Kasabu' which signifies women of great prestige since the times of our forefathers.

WOB Annual Awards provide an iconic stature of a platform to honor outstanding and successful professionals together with business operations that promote gender diversity and we are proud to be a part of such a project that aims to compliment the merits and nobility of women playing higher roles. We are grateful for WOB for giving us the opportunity to be a part of this noble cause and wish them well for their future endeavors."

– MIND art
(Designer of WOB Awards 2017)

LIFETIME ACHIEVEMENT AWARD

PUBLIC GOVERNANCE



Fathimath Sheereen Abdulla
Minister of State for Ministry of Home Affairs

Hon. Fathimath Sheereen Abdulla is a motivated women's development advocate with solid experience in managing at all levels, including budgeting and administration. She is a social and political mobiliser who has served in public governance for more than 40 years. The number of years she has spent in the field reflects her commitment and passion towards the development of the nation.

She began her public service in 1973. From December 1986 to February 2005 she served as an elected member of Maldives Parliament (Peoples Majilis) and from September 1983 to December 1986 she served as an elected Member of Maldives Constituent Assembly. She contributed to the drafting and approving amendments to the Constitution of the Maldives. Her major contributions are:

SERVICE IN CIVIL SERVICE AND POLITICAL SECTOR

- 11/1973 to 11/1985 -Various Admin and Management Support jobs
- Ministry of Health, Ministry of Atolls Development
- Worked directly with Department Heads and Ministers.
- 11/1985 to 01/2004-Undersecretary, Senior Undersecretary, Director, Director General, Executive Director, Ministry of Atolls Administration
- Coordinated inter-ministry also intra-ministry initiatives and projects. Worked very closely with island chiefs, atoll chiefs, island/national women's committees, island committees, atoll committees, and various other national level committees and councils for human, infrastructure and management development. Significant improvements achieved and marked differences made to the lives of the people in the islands and in the regions.
- 01/2004 to 11/2007-Deputy Minister, Ministry of Atolls Administration
- Formulated and implemented policy initiatives to develop the islands and regions in close collaboration with other ministries and government departments. Maintained solid liaison with island chiefs, atoll chiefs, island/national women's committees, island committees, atoll committees, and various other national level committees and councils to integrate joint efforts for rural development, economic advancement and social harmony for all.

- 11/2007 to 05/2009-Minister of State, Ministry of Atolls Development
- Formulated and implemented policy initiatives to develop the islands and the regions in close collaboration with other ministries and government departments.

• Occasionally took charge of the Ministry in the absence of the minister. Secured close cooperation from the island chiefs, atoll chiefs, island/national women's committees, island committees, atoll committees and various other national level committees and councils also other ministries and department for rural development, economic advancement and social harmony for all.

- 07/2012 to 11/2013-Minister of State, Ministry of Gender, Family and Human Rights

- Management Policy for the ministry
- 11/2013 to 07/2014-Minister of State, Ministry of Health and Gender

- In-charge of the National Thalassemia Centre

- 07/2014 to 06/2016-Minister of State, Ministry of Law and Gender

- Management policy for the ministry
- 06/2016 to Current Minister of State, Ministry of Home Affairs

- Management Policy for the ministry

SERVICE IN MALDIVES PARLIAMENT AND CONSTITUENT ASSEMBLY

- 09/1983 to 12/1986-Member (elected)-Maldives Constituent Assembly
- Drafting and approving amendments to the Constitution of the Maldives
- 12/1986 to 02/2005-Member (elected)-Maldives Parliament (Peoples Majilis)

SERVICE IN CORPORATE SECTOR

- 01/1995 to 01/2001, 09/2004 to 08/2009-Member of the Board of Directors-Bank of Maldives
- 10/2001 to 11/2003, 09/2004 to 06/2006, 06/2007 to 04/2009-Member of the Board of Directors-Maldives Transport and Contracting Company (MTCC)

She is one of the few Maldivian women who has joined politics in a leadership position at a time where there were few women found in the field. She is a role model to all Maldivian women who aspire to build their careers in public governance as her career proves that in the ladder of success one can reach the top even starting from the bottom with hard work and perseverance. She started her career young and up until today she continues to serve the government irrespective of the political and administrative changes that took place over the years. The respect and the admiration she gets from public reflects her charisma and quality of leadership. Her character and ethical values depicted as a political figure is a special aptitude of her which her colleagues always admire and appreciate. Soft spoken yet outspoken in expressing her views is a rare skill which Maldivian women have shown in the past especially during the time she started serving the government.

She has served in numerous government ministries during her career and has served in the corporate sector as well as a Board Director of Maldives Transport and Contracting Company Plc and Bank of Maldives Plc in different periods. Currently she is the Minister of State for Ministry of Home Affairs and she still continues to serve the government.

The lesson the younger generation could learn from her life is character matters in all stages of life of a human being and it is the character that builds your career or destroys it. She has shown that by believing firmly in your principles you can lead a happy life even in serving the public sector in political positions.

LIFETIME ACHIEVEMENT AWARD-CORPORATE GOVERNANCE



Sharifah Anisa Agil Barakbah

NR Herbal Consultant,
MISB Resources SDN BHD

Y.Bhg. Datin Sharifah Anisah is Malaysia's renowned expert and spokesperson on the traditional Malay health and beauty for more than 50 years since 1965. In 1965, with her generous and caring nature towards people and life, she started providing voluntary health services and consultancy on women wellness awareness, using herbal remedies, a handed down family knowledge of 800 years in health and beauty care. In 1983, due to overwhelming request, she had to open her 1st formal women treatment centre renowned for the treatments of post-natal care, gynecological problems, hormonal and fertility problem. In 1991, her health center was chosen as a Model Reference Centre in Malaysia for the traditional Malay spa by the Institute of Medical Research of Malaysia (IMR) in conjunction with the World Health Organization (WHO). In 1991, with her family, she set up a formal herbal factory known as MISB Sdn. Bhd., equipped with modern facilities to produce and market natural herbal products. The factory is GMP standard (Good Manufacturing Practice) and Halal certified as required under the guideline of the Malaysian Ministry of Health. Datin Anisah is charged with the role of Advisor and Consultant in the Product Research and Development (R&D) Division. In the marketing arm of the business (NR), she is the Advisor & Spokesperson to promote and advise product

usage and practices in the field of natural medicine. Due to her characteristically strong determination, by 1995 she succeeded in marketing out her products to over 4 million consumers. By the year 2003 due to nationwide popularity, NR Products was awarded The Super Brand Award. 1 In the field of therapeutic practices, Datin Anisah also pioneered the introduction and operation of the first Malay spa in the country and to the world. She has licensed this Malay concept to the YTL Group of 5 Star Hotel Resorts worldwide. The Malay spa has been well showcased in places such as Hawaii, San Francisco, Los Angeles, Bali and The Harrods of London. The Malay spa for women and male wellness are now operated in many prominent Malaysian YTL resorts and hotels such as The Ritz Carlton Kuala Lumpur, The Pangkor Laut Resort Perak, Tanjung Jara Resort Terengganu, Cameron Highland Resort Pahang and Gaya Island Resort Kota Kinabalu Sabah. The Malay spa concept has won numerous international award, including Best World Spa Treatment. Her success in women wellness through the Malay spa concept has triggered and contributed to an overwhelming demand in the health centre business across the country, especially among single mothers and young entrepreneurs. This is done by licensing activity supported by the government under the Small-Medium Scale Industry

support program. What makes Datin Anisah truly unique and special is her ability and desire to learn and understand traditional treatment and modern medicine. She was able to bridge the gap and misunderstanding between these two treatment approaches and hence able to understand and relate the philosophy of traditional medicine in the context of modern medicine. She is considered the pioneer and leader in bringing traditional herbal medicine on a scientific platform. Under her support and conviction, she has collaborated with many research universities, to do research and clinical studies on local herbal plants on their healing properties on fibroid and post-natal depression. Due to her wide and in-depth knowledge of traditional and herbal medicine, she is a popular and widely sought-after speaker both national and international platform in countries such as London, Los Angeles, Hawaii, Thailand, Paris, Japan, Nairobi, Beijing, Indonesia, Brunei, and Singapore. Her deep and wide knowledge in the herbal plant world has made her a highly sought-after guest lecturer at several local universities and colleges. She is also a popular referral source for the government, industries, and researchers. She was appointed to the advisory panel for the Malaysian government which includes: -

- Ministry Of Health –
- Ministry Of Human Resources – Ministry Of Education
- Panel Member for the Establishment Of Standard and Criteria in Traditional and Complementary Medicine Practice
- An Expert Panel for development of NOSS/ NOCC
- National Vocational Training Council (MLVK)
- A member of quality assessor for medicine and sciences under the auspices of National Accreditation Board (LAN), Ministry of Higher Education, now called The Malaysian Qualification Agency (MQA)

She holds many positions in various organizations (NGO) such as Deputy President

of The National Small-Medium Scale Industry Association of Malaysia, and Vice President of The Federation of Traditional Malay Medicine of Malaysia (PUTRAMAS). In order to ensure that knowledge of local traditional and herbal medicine is not lost, Datin Anisah has authored several books and articles written and published, such as Adab Dalam Pantang Bersalin Dari Sudut Dunia Perbidanan Melayu (The Etiquette & Practices During Birth Confinement in The Malay World) published 2016, Health and Beauty from the Rainforest, published by Biotropics Malaysia Berhad, launched in Los Angeles year 2010. One seminal work being The Encyclopedia of Malay Mid-Wifery Therapy (Ensiklopedia Perbidanan Melayu), the 1st edition, launched by the Permaisuri Agung (The Queen of Malaysia) in 2007. It won a national award in 2008. In 2017, due to great demand, a 2nd edition was undertaken and published by the Universiti Islam Malaysia (UIM).

In recognition of her many contributions in the field of herbal medicine and entrepreneurship:

- 2017 – She was awarded the Amirah Halaqah Award, the 1st women to be awarded in Malaysia by the Islamic University of Malaysia (UIM).
- 2017 – She was appointed as a Fellow of the Islamic University, under the Research Centre for Natural Medicine. 2006 – She was awarded Entrepreneur Innovative Award by The Malay Chambers of Commerce (DPMM).
- 2003 – In the Jatiwanita Successful Entrepreneurs conference, she was acknowledged as Jatiwanita Biotech Women in the field of Biotechnology.
- 2001 – She was made Honorary Senator of the Utah State Senate, Utah, USA.

The lesson the young generation could learn from her life is age does not matter when it comes to contributing what you know to benefit others. As long as you live you should live a life where happiness should come from the service you do but not from the recognition you get.

DISTINCTION & AWARD FOR BEST WOMAN CEO IN PRIVATE SECTOR



Sheeza Imad
CEO,
Cyza Salon

Sheeza Imad has had a long career in the hair and beauty profession now for almost 30 years. With an initial training of 6 months, she has expanded her skill base with more international training received from several countries including Sri Lanka, Hong Kong, Germany, UK, Singapore, and Australia. She is expert in the hair and beauty sector and of the attendant beauty establishment management. Before serious entry to this profession, Sheeza also spent about 5 years as a nurse at the Government Hospital in Male.

She had demonstrated a mature managerial quality and has transferred this approach to her staff at her hair and beauty salon in Male where she has extremely low staff turnover and she makes it a challenge to recruit and train Maldivians for her Salon and utilizing innovative resource sharing options.

She has been a lead in women's empowerment activities in Maldives for quite bit of the past – a member of the women's wing of the chamber of commerce; Chairman of a women's youth NGO "Jinsullatheefunge-rooh" several years ago, and a counsel to many

women with social and family problems. Presently she is the Director and owner of "Cyza Salon" in Male.

In a 6-year sojourn in New Delhi, India from 2006-2012, she established Cyza Beauty and Fashions Pvt Ltd and under it Cyza Salon – New Delhi, where she trained all her staff, most of them from the very basics, and who are now successful hair and beauty experts well settled in this profession in New Delhi.

She is also a key part of the NGO "Working Women for Economic Development – Maldives (WED) is an effort that focuses on both home-based and non-home-based women's involvement in economic empowerment.

Sheeza has proved that determination is the key to be successful in life and a good leader must teach others and should contribute the society in which she lives in too. Continuous professional development is the key to be up to date in career and it is you who could realize your dreams and dreaming limitlessly is what you make successful in life.



DISTINCTION & AWARD FOR BEST WOMAN CEO IN PRIVATE SECTOR



Hawwa Zahira
Managing Director,
My Sons & Company Pvt Ltd

Hawwa Zahira is currently the Managing Director of “My Sons & Company Pvt. Ltd.” She founded the company in 2009 with the objective of starting her own business with her son, who aspired to build his career in photography. Under “My Sons & Company Pvt. Ltd.,” she created several business names to focus on different areas, such as photography, and wedding services and training. As such, “Rishwan’s Photography Pvt. Ltd.” deals with resort shooting and studio (portrait) shooting, carried out in a professional manner.

She currently runs the only traditional studio in the country. The business name “Wedding Dreams” deals with the wedding organisation and bridal makeup services, including catering. Under “Wedding Dreams”, trainings are conducted for the public on various skills such as pastry-making, bridal makeup, and tailoring.

Prior to the establishment of her own business, Zahira worked in public service for fifteen years, both in the Ministry of Foreign Affairs and at a school, a journey she began as a teenager in 1985 and one she has

continued until the start of her own business. The first private work she did was conducting cake and pastry courses to public between 2007 and 2009. She began her work in 2009 after studying the market and analyzing the viability of her own business, which allowed her to form a corporate entity with proper governance framework. For the past eight years, she has consistently worked towards capturing the market for the business by using innovative means. She is the only woman in the Maldives handling photography businesses as a Managing Director. She is also the leading trainer of her company in teaching courses on personal grooming, pastry, cake baking and decoration, and dress-making.

Zahira believes in being a role model to upcoming generations. As such, she acts as a mentor in career guidance to teenagers and those who aspire to establish their own businesses. She has proved that mothers can support their children at all ages to help them realize their dreams. Her journey depicts the love and commitment of a mother towards her children.



DISTINCTION & AWARD FOR BEST WOMAN CEO IN PRIVATE SECTOR



Asiyath Najeeba

CEO,
Pleasure Tailors

Asiyath Najeeba, born in G. Dh Thinadhoo, migrated to K. Male' at a young age in pursuit of her dreams.

At the age of 22, she began taking interest in sewing, fashion designing, and embroidery work. She took her first basic sewing course, followed by multiple courses that helped her in honing her abilities and broadening her knowledge. She continues to learn and apply new skills to her work.

While she started her humble entrepreneurial journey with one sewing machine at home, she is now the owner of "Pleasure Tailors," a popular name amongst Maldivians for its high-quality products. She is noted for ensuring customer satisfaction and finishing products on time. Apart from providing services for individual customers, she is well-known in the corporate world for working with various established organizations, such as STO, Allied Insurance Maldives, Sun Media group, as well as creating uniforms and costumes for schools.

In addition running her business, she also conducts various courses for locals who wish to learn sewing. She believes that teaching is the best way to pass on her legacy.

She attributes her success to her family and their unconditional support, and reached her current position without compromising her

responsibilities towards her family. She has been happily married for the past 33 years, with 3 sons and 1 daughter, who all excel in their respective fields.

Throughout her career, she has received numerous recognitions and accolades for her work. Most recently, in 2017, she showcased many different designs reflective of Maldivian culture in "Heevaangi Kanbulunge Maurazu," an event that displayed and recognised the talent of local women. Her work garnered a lot of appreciation, and resulted in her winning first prize in the most innovative dress and embroidery work, as well as other awards in multiple categories.

At the age of 53, she won the first national award of recognition in the area of small to medium enterprise: tailoring and embroidery. She believes that this is only the beginning of her journey, and hopes to remain in the field and pass on her skills to as many Maldivians as possible.

Najeeba proves that age is just a number, and it should not prevent you from having successful careers. You must strive to achieve your dreams by facing challenges without giving up. She has described her family as the biggest asset in her journey, indicating that family support is meaningful for women who pursue careers.



DISTINCTION & AWARD FOR BEST WOMAN MANAGER



Fathimath Zaeema

Secretary General of Women's
Enhancement

Zaeema has 20 years of work experience. For more than 11 years, she has worked as a volunteer advocating for women's enhancement, gaining her recognition in the form of several awards, such as the National Award for "Volunteer Work," and "Ihadhumathee Sharafu veri kamuge Award" by Laamu Atoll Council in 2017.

She is among the ten outstanding young persons awarded for volunteer work by JCI in 2010, and is a recipient of the Rehendhi Awards 2016, the highest award conferred by the Maldivian government to recognize the work of women at a national level. She believes in continuous personal development, and as such participates in trainings such as those organized by South Asian Women Community Leaders in 2017.

She has shown her capability as a skillful manager by representing her NGO in "Heevagi Kabalunge Maurazu" in 2017, and by winning second place in "Liyelaa jehun". Innovative in doing business, she has coordinated with Three R Citizen Network NGO of Japan to introduce the concept of "Cardboard box composting" to the Maldives (2016-2017). She singlehandedly composed two types of new fertilizers at "Heevaagi Kabalunge

Marukazu" in 2017, and is the driving force behind a Maldivian brand of environmentally-sustainable fertilizers, known as "Inba", which is offered by Laamu Farmers Development Corporative Society. She has also contributed to society by investing via her NGO in building a walkway through the schoolyard for L. Atoll "Thauleemee Marukazu," which was completed in March 2017.

She believes in teaching others what she understands, and is an active trainer and facilitator of workshops that teach farmers how to make and use environmentally-friendly fertilizers. Some of her other workshops include tutorials on cake decoration courses, including sugar flower making.

Zaeema is an inspiration to younger generations who aspire to choosing career path they are passionate about, where innovation is the weapon they choose to develop themselves. She shows that limited resources should not be a limit to innovation, and her story is an inspiration to all those who aspire to create their own products. It is not your geographical location that matters, but your skill and passion towards making a difference in the world.



DISTINCTION & AWARD FOR BEST YOUNG WOMAN PROFESSIONAL



Aishath Rukhusana

Assistant Manager, Engineering
Division, Maldives Ports Limited

Rukhusana is a young leader, board member, social activist, and manager in National, international profit and non-profit organizations of the Maldives. She is passionate in empowering women, fighting discrimination against women, and promoting gender equality, youth development, and workers' rights.

She works with young people from diverse backgrounds, and has been committed to multiple projects in Port Workers Union as an Executive Committee member since 2012 in order to advance members' interests regarding wages, benefits, and working conditions.

Rukhusana started her career at Maldives Ports Limited in 2008, and she is currently employed as an Assistant Manager in the Engineering Division. She was awarded "Best Employee of the Year" in 2015 for her phenomenal performance as an Assistant Manager in Maldives Ports Limited.

She is a Board Member of Addu Women's Associations (AWA), which aims to create a platform for Addu Women in attaining empowerment in all spheres of life. She is also a Board Member of Women's Arts and Crafts Associations Maldives (WACAM) Ms. Rukhusana is also a Member of Women on Boards (WOB) and is keenly interested in youth development and women's empowerment and works with many NGOs to further this goal.

She is also a member of the Regional Alliance for Fostering Youth (RAFY), Women's in Management and Maldives Women's Chamber of Commerce.

She was awarded "Outstanding Member Award" in 2018 for her contribution to the RAFY, and "Youth Change-maker" in 2017 for active participation in Youth Development and Peace keeping missions. She has been awarded for her participation in the National Forum on Sustainable Development Goals (SDGs) for Civil Society Organizations (CSO), and International Youth Summit. She has also received Appreciation for volunteering time and effort in the "Mental Health Awareness Program".

Rukhusana completed her Certificate II in Human resource Management in IBS City Campus Maldives, and Diploma in Software Engineering from Institute for Certification of Computing Professionals ICCP (U.S.A). She has always been a bold participant in extracurricular activities, attending various trainings and workshops.

She is impressed by the anomaly she has become: a woman trying to make a big change in her society. She is passionate in achieving greater gender equality, empowering women, ending discrimination against women, in youth development, and fighting for workers' rights.



DISTINCTION & AWARD LEADING WOMAN IN ISLAMIC FINANCE



Irum Saba

Assistant Professor (Economics & Finance),
Program Director (MS Islamic Banking and Finance),
Coordinator (Research & Academics) CEIF

Dr. Saba has more than 13 years of progressive regulatory, research, training and teaching experience with organizations of international repute.

She has the honour to be first Pakistani female to be part of International Shari'ah Advisory Board in South East Asia and Middle East. She is member of grand council of the Chartered Institute of Islamic Finance Professionals (CIIF), Malaysia.

She is Assistant Professor in the Department of Economics and Finance and Program Director of MS Islamic Banking and Finance at Institute of Business Administration (IBA), Karachi Pakistan. She is also coordinator of Academics and Research at Centre for Excellence in Islamic Finance (CEIF)-IBA. She delivers training both at local and international levels in addition to teaching, research and administrative work. She has written several articles and chapters in books on the topics of Management, corporate governance, Islamic finance and Islamic microfinance.

She has extensive regulatory experience with specific focus to promote Islamic banking and Finance while working in the Islamic Banking Department of State Bank of Pakistan-The Central Bank. She has also contributed to the promotion and growth of Takaful industry while working with the Securities and Exchange

Commission of Pakistan (SECP).

She is a Shari'ah-registered financial planner (Shari'ah RFP). She holds the Chartered Islamic Finance Professional (CIFP) credential from INCEIF with distinction and PhD in Islamic Finance from INCEIF. She holds a Master in Commerce (M. Com) with distinction and PGD in Islamic Banking and Insurance from Institute of Islamic Banking and Insurance (IIBI), London. Her areas of interest are Political Economy, Management, Shari'ah, Wealth planning and Management, Islamic microfinance, corporate governance and Islamic finance.

Irum is an inspiration to all women who wants to pursue a career but is too reluctant to take first step. She has proved herself by demonstrating capacity and capability in a patriarchal society through knowledge and has undertaken challenging projects in a male dominated industry. She is a proof that with a golden heart full of passion and dedication even a female in Islamic finance industry can be a leader and a leader must assist others to grow as well. Many youngsters admire and respects her for the guidance she offers to them and even in social media platforms she is active in expressing her opinions and guiding other to excel.



ISLAMIC FINANCE YOUNG PROFESSIONAL AWARD



Basma Nizar

Deputy Manager, Shairah Unit.
Maldives Islamic Bank Pvt Ltd

Since the incorporation of Maldives Islamic Bank (MIB), Basma has started her career in Islamic finance industry by joining MIB in 2012 as an intern and since then has gained more than eight years of experience in the field. Her passion towards gaining knowledge to understand what Islamic finance is all about led her to obtain a Master's degree in Islamic finance from INCEIF, The Global Islamic Finance University under Bank Negara, the Central Bank of Malaysia. Today she is a Chartered Islamic Finance Professional who is pursuing a career in Islamic finance in Maldives.

Currently Basma serves in the Shariah Unit and handles the secretariat to the Shariah Board of MIB in which world-renowned scholars from Pakistan, Maldives and Sri Lanka sits. She also assists the Product Development Department of MIB and is a member of the Document Review Committee of MIB.

Apart from her day to day work in her office, she is active in conducting internal shariah trainings for the staff of MIB and she also represents MIB in media programs. She has participated in numerous workshops and training on Islamic finance in different parts of the world. She conducts awareness and capacity building sessions on Islamic finance to public and other stakeholders of MIB and is a mentor to youngsters aspiring to join Islamic finance fraternity. She is also an active volunteer creating awareness about Islamic financial literacy in affiliation with corporations and via radio programs.

She is definitely a role model for youngsters who aspire to start their career in Islamic finance field in Maldives. She has proved that a career in Islamic finance could be sustained by balancing it with personal life.



MENTORSHIP AWARD FOR DEVELOPING FEMALE TALENT POOL IN ISLAMIC FINANCE



Muhammed Zubair

Chief Executive Officer,
AlHuda Centre of Islamic Banking and
Economic (CIBE)

AlHuda Center of Islamic Banking and Economics- CIBE has started its journey of Islamic Finance in 2005 with the vision to promote Islamic Banking and Finance, along with women empowerment, under the supervision of Muhammad Zubair, the CEO of AlHuda CIBE and MD of AlHuda FZ LLE, UAE. He believes that women empowerment in Islamic banking and finance can promote impact and growth in the industry.

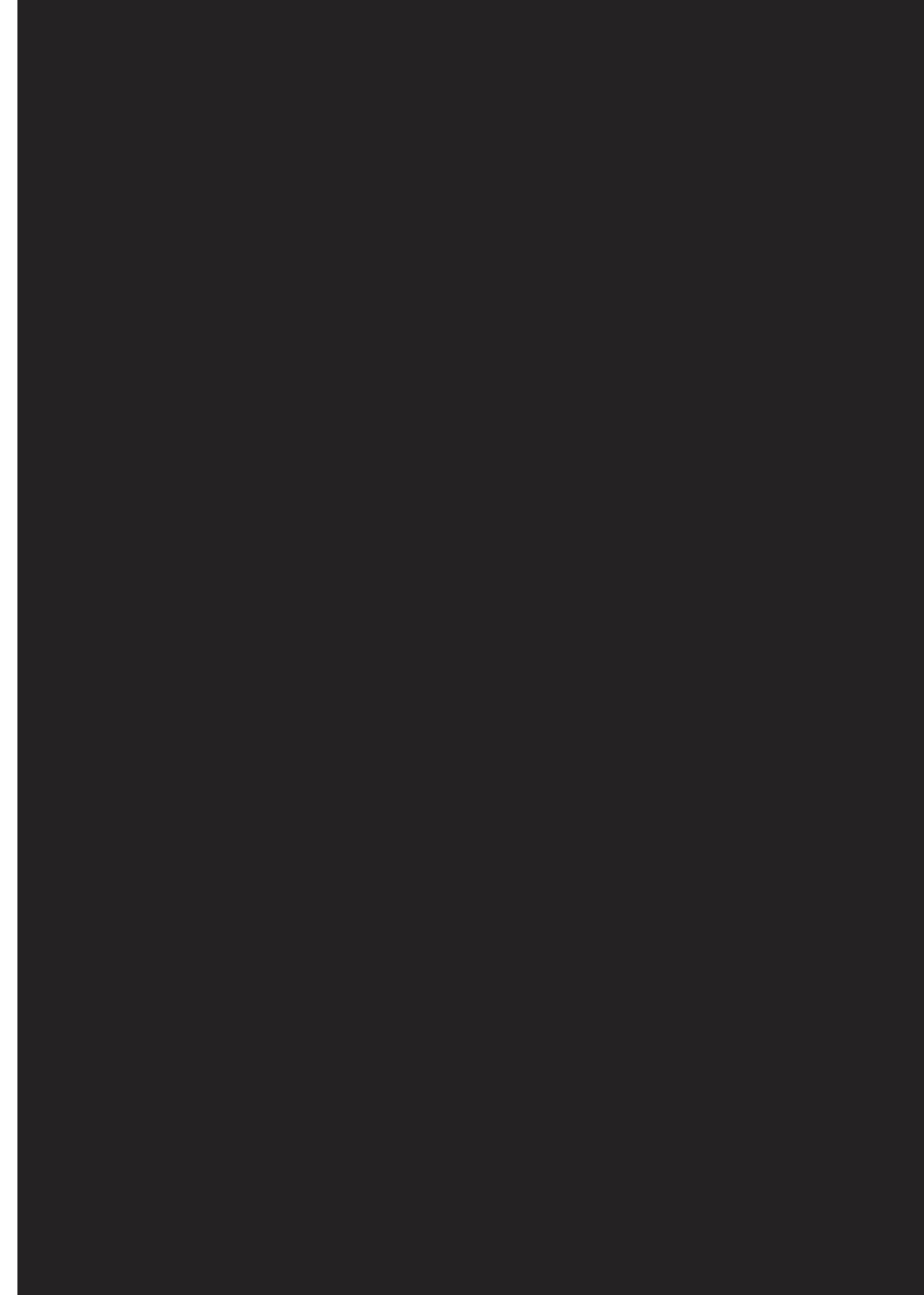
Majority of the AlHuda CIBE international stations are headed by a female staff. Presence of females in international assignment is also dominant during the time span of AlHuda CIBE. Following are some of the statements given by female staff working in different posts of AlHuda CIBE on their experience:

• Ms. Tanzila Javed- Regional Coordinator to Africa says "There is a difference between being a leader and being a boss. Both are based on authority. A boss demands blind obedience, but a leader earns his authority through understanding and trust. And today we can say that Mr. Zubair Mughal is that leader where we learned so much from him. He encourages us to be the best we can do. All the hard work and effort he has to put in to make us who we are today. It feels inspiring to see him and his struggle over the years especially for Islamic Banking and Finance. Thank you for guiding us professionally and personally".

• Ms. Shagufta Nazir- Manager Communication says that "Mr. Muhammad Zubair is a great leader. He always encourage us so that we can do anything within the scope of Islamic Banking and Finance. His continued support and encouragement are appreciated. I want to thank for him for promoting me and giving me a raise. But more importantly, I want to thank Mr. Muhammad Zubair for identifying my skills and giving me a chance to prove my worth in this organization. He is not a boss rather a great leader"

• Ms. Yusra Babar- Manager, Distance Learning Program says that "He has motivated me to learn the skills that were important for me to execute the tasks assigned me for Islamic banking and finance. He gave me so much needed trainings and soft skills and now I am competent enough and knows all the modules and of the courses. He is very encouraging and appreciates the performance of the employees. Overall I really enjoy my job from the first day till now. I hope there is a long way to go".

The above statements given by the employees indicate the work of Zubair towards empowerment of women in Islamic finance industry. Zubair's example proves that giving opportunities to women can produce excellent outcomes, and mentorship and guidance play a major role in women empowerment in Islamic finance industry.





**WOB
ISLAMIC FINANCE
RECOGNITION
AWARDS**





MESSAGE FROM VICE PRESIDENT OF WOB



Dr Aishath Muneeza

All praise is due to Allah (SW) and peace and blessings be upon His Messenger Prophet Muhammad (SAW).

Assalamalaikum!

It is indeed an honor to introduce a new segment of WOB Awards. "WOB Islamic Finance Recognition Awards" is an award category selected by WOB to recognize individuals who brought a difference in Islamic finance industry by being role models for women empowerment, or by performing an act which WOB believes brought a change to the local and international Islamic finance industry in empowering women. To select the recipients for this award category, the research team of WOB finds suitable winners that need to be recognized - not only to empower and motivate them to do more, but also to present them to the world as role models.

Though Islamic finance is a new industry in the Maldives, it is a well-established one in the world today. Irrespective of faith convictions, both Muslims and non-Muslims are engaged in the industry, proving its

sustainability. In the Maldives, there are currently thirteen institutions engaged in Islamic financial services. For a small island nation which commenced Islamic finance in 2003, this is indeed a remarkable achievement.

Being a person who has pioneered in laying the foundations for Islamic finance in the Maldives, and is an active person in Islamic finance industry internationally, I personally believe that there is dire need to increase the number of women participating in the industry, as the number of women visible are less compared to men. Some believe that the reason for this is because the number of women holding leadership positions in Islamic finance industry are fewer. As such, it is hoped that via WOB Islamic Finance Recognition Awards, we will be able to motivate and inspire women to lead Islamic finance industry nationally and internationally.

May Allah (SW) bless all our endeavors and grant us success! Aamen!

Thank you.



ASSOCIATE PROFESSOR DR. AISHATH MUNEEZA

**International Centre for
Education in Islamic Finance
(INCEIF), Malaysia.**

Associate Professor Dr Aishath Muneeza of INCEIF is one of the key founder of Islamic finance in Maldives. She is the first female Deputy Minister of Ministry of Islamic Affairs and the first chairperson of the Hajj Pilgrimage Fund of Maldives. Currently, she is the chairperson of Maldives Centre for Islamic Finance.

She has published books and numerous articles on Islamic Finance and her research areas include legal studies & corporate governance applicable to Islamic Finance. She holds a doctorate degree in law from International Islamic University of Malaysia.

She structured the first and second corporate sukuk, sovereign private sukuk and Islamic Treasury instruments for the government of Maldives. She has played the key role in offering of Islamic finance products by more than eleven institutions. She sits in national and international Shariah Committees of financial institutions. She also designed the first Islamic microfinance scheme offered in Maldives. She sits in Shariah advisory committees of financial institutions offering Islamic financial services. She is the chairperson of Shariah Advisory Council of CMDA, the capital market regulatory authority

of Maldives since 2011. She is the only registered Shariah Adviser for structuring capital market instruments in Maldives and she is a registered Shariah Advisor at the Securities Commission of Malaysia.

The Islamic capital Market framework of Maldives was designed by her. She has won numerous national and international awards for her service in Islamic finance industry including the Rehendhi award, the highest award conferred to women by the government of Maldives. She is also a role model and a mentor for females who aspire to build their careers in Islamic finance industry and is the Vice President of Women on Boards, an NGO advocating women representation on boards of companies.

She is an invited speaker in Islamic finance conferences and events held in different parts of the world. She is listed in 2017 as number seven among the 50 Influential Women in Business and Finance by ISFIRE which is an official publication of Islamic Bankers Association based in London and she is among the most influential 500 in Islamic Economy. She is a member of the Association of Shariah Advisors in Islamic Finance Malaysia (ASAS), Malaysia.

WOB ISLAMIC FINANCE AWARDS

Inspired by
Hon. Dr. Aishath Muneeza

Awarded once every year to outstanding women for the
contribution to the development of Islamic Finance



WOB Islamic Finance Recognition Award is a category introduced with the objective of recognizing individuals who made a difference in the Islamic finance industry by being role models for women empowerment, or by performing an act which WOB believes brought a change to the local and international Islamic finance industry in empowering women. The recipients of this category are chosen by WOB after giving due consideration to the contribution and impact the recipient has made locally and internationally to sustain Islamic finance.

RECOGNITION FOR WOMEN EMPOWERMENT IN ISLAMIC FINANCE



Nyra Mahmood
Managing Director,
SSHC Limited

Nyra Mahmood is recognized for her outstanding service in female empowerment in global Islamic Finance industry by spearheading the publication of “Women in Islamic Finance & Islamic Economy Report 2016” of Simply Sharia Human Capital. The research team of WoB found that “Women in Islamic Finance & Islamic Economy Report 2016” created a huge impact globally on the issue of female participation in the global Islamic finance industry and the effort put to create the report is worth recognizing as this report is unique and in the recent history we have not witnessed such a comprehensive and a high impact report focusing on women in Islamic finance exclusively.



David Vicary
Former President & CEO of INCEIF
and Managing Director of DVA
Consulting Sdn Bhd

David Vicary is recognized for his outstanding service in advocating for women representation in Islamic finance events. The research team of WoB found that via social media platforms David has been calling for women participation in Islamic finance events and he has publicly revealed via twitter that he has made a resolution few years back to sit in panels where at least one female representative is there. Calling for women representation in Islamic finance is not a cause which we see many fighting for and we found that this is an initiative worth recognizing.



Professor Dr Humayon Dar
Executive Chairman at Cambridge IFA,
Co-founder of WOMANi Awards

Dr Humayon Dar is recognized for his outstanding service in recognizing women in Islamic finance via ISFIRE and being the co-founder of Womani Awards introduced in 2018. His publications on various issues including women in Islamic finance has created public awareness on the importance of women participation in Islamic finance.



Dr. Sofiza Azmi

Founder of
WOMANi Awards

Dr Sofiza Azmi is recognized for introducing Womani Awards in 2018 to recognize the women actively participating in the global Islamic finance industry. The impact of this award is huge in the industry, as it is the first time in history that such a comprehensive data has been gathered on women actively participating in all fields of Islamic finance, including halal industry and Islamic economics.



Harith Harun

Former Managing Director,
Maldives Islamic Bank Pvt Ltd

Since the creation of the first full-fledged bank in the Maldives, Maldives Islamic Bank, Harith has been the Managing Director until March 2018. WoB believes that his contribution to forming a well-developed Islamic finance industry in the Maldives is worth recognition, as his efforts have not only created an Islamic bank in the Maldives, but has contributed to creating an Islamic money market and other institutions that allow Islamic finance in the Maldives to grow. The trend he has set for Islamic banking industry in the Maldives is also worth recognizing. Our research team found that 50% of the staff of MIB are Women. This depicts his commitment towards gender balance and women empowerment.



Dr A. D. Priyanka Baddevithana

Former Managing Director, Housing
Development Finance Corporation
(HDFC) Limited

Dr Priyanka has introduced the first Islamic window offering Islamic mortgage products in Maldives and he has offered a sukuk in Maldives at a time the country was reluctant to adopt Islamic finance. He played an instrumental role in fusing innovation to Islamic finance in Maldives taking risk and moving forward believing in the concept of Islamic finance. In terms of female empowerment in Islamic finance industry of Maldives, our research team found that HDFC Amna was set up under the direction of a female consultant and two females were appointed to sit in the Shariah Advisory Committee of HDFC. Furthermore, the first corporate sukuk was also structured by a female and the Shariah Adviser acting for the issuance is also a female proving his commitment towards female empowerment in Islamic finance industry of Maldives.



Aminath Sharahath

Former Managing Director, Hazana
Maldives Ltd

Sharahath is the first female Managing Director appointed to a State-owned company in Maldives and she has played the key role in issuing the first sovereign ijarah sukuk of Maldives. Prior to this position, she also served in the legal department of Maldives Islamic Bank as a qualified lawyer advising on Islamic banking matters. Our research team found that she must be recognized for her leadership quality in setting up Hazana Maldives Ltd from scratch and her unabated effort and vision in sustaining Islamic finance in Maldives. She has proved that capacity and capability is important than gender and a technical work has been carried out by her in developing a sophisticated framework for sovereign sukuk issuances. At a young age she has faced numerous challenges in doing this and has succeeded in this. She is definitely a role model for any woman who aspires to play a leadership role in Islamic finance.

RECOGNITION FOR OUTSTANDING CONTRIBUTION OF FEMALES TO DEVELOP & SUSTAIN ISLAMIC FINANCE INDUSTRY IN MALDIVES

ISLAMIC BANKING



Fathimath Manike

Islamic Banking Director, Bank of
Maldives PLC

Fathimath is the driving force behind the Islamic banking window of Bank of Maldives PLC, BML Islamic. By changing all the threats, she faced to opportunities, she has been successful in operationalizing the first Islamic banking window of the country and in BML Islamic the female percentage of staff working are more when compared with the male staff. As such, under her leadership future female leaders of Islamic banking industry are being groomed with her more than 30 years of experience in the finance sector. According to her colleagues she ensures that equal opportunities are provided for male and females in the work environment.



Fathimath Azmath Ali

Head of Business Support, Maldives
Islamic Bank Pvt Ltd

Azmath started her Islamic banking career with MIB, and is a qualified auditor and a chartered accountant who conducts financial literacy programs for women and works towards bringing women into Islamic Finance through WOB and other platforms. She demonstrates her leadership in MIB by handling three departments, including operations, business and credit administration. She is also a member of the Management and Investment Committees of MIB. Azmath is a role model for young people who dream of having a career in the Islamic finance sector. According to her colleagues, her character, positive attitude and her passion make her a unique leader in the work place.

TAKAFUL



Fathimath Nizma

Manager, Ayady Takaful, Allied
Insurance Maldives Pvt Ltd

Nizma is the only female in the Maldives working in the takaful sector in a leadership position. She joined Ayady Takaful in 2014 and since then has played a significant role as a leader in expanding the operations of Ayady Takaful. Her biggest contribution to the takaful sector of the Maldives is her role in introducing family takaful to the nation. In order to achieve her vision of creating an Islamic economy in the Maldives, she pursued her Master's degree in Islamic finance from INCEIF, Malaysia and joined the Islamic finance industry of the Maldives. She is a qualified chartered Islamic financial professional and is currently a Board member of Maldives Post Limited, where the majority of the Board represent women. Her colleagues believe that she is a leader who always fights for their rights and ensures that the work environment is fair to everyone.

ISLAMIC CAPITAL MARKET



Aminath Mohamed Didi

**Director General, Capital Market
Development Authority of Maldives**

Aminath Mohamed Didi is a Director General of Capital Market Development Authority. She joined CMDA in 2006 and since then she has served in a number of positions in various departments and has contributed to the Islamic capital market development initiatives of the Authority. She has spearheaded numerous education programmes which includes Islamic capital market as well. Prior to joining CMDA, she has served in the Maldives Monetary Authority and State & Government Institutions for over 20 years. Since the creation of Islamic Capital Market in 2011, she has played a key role in operationalising it. She has published articles and created awareness and education materials on Islamic Capital Market. She also appears in radio and television programs and creates awareness on Islamic Capital Market. She holds a MBA degree and has specialised in Islamic finance. Her colleagues describe her as a true believer of Islamic finance who practice what she has studied.

MEMBERS OF SHARIAH ADVISORY COUNCILS/COMMITTEES



Professor Dr Rusni Hassan

**Member, Shariah Advisory
Committees, HDFC & HDC**

Dr Rusni Hassan is a Professor and Deputy Dean at the IIUM Institute of Islamic Banking and Finance, IIUM. She graduated with LLB (Honours), LLB (Shariah) (First Class), Master of Comparative Laws (MCL) and Ph.D in Law. She is the Shariah Committee a number of institutions in Malaysia such as Hong Leong Islamic Bank; Etiqa Takaful and Association of Islamic Banking Institutions Malaysia (AIBIM). Internationally, she is the Shariah Committee for HDFC and HDC Maldives. She is a registered Shariah Advisor with the Securities Commission Malaysia. She is also active in the Association of Shariah Advisors in Islamic Finance Malaysia (ASAS) and the International Council of Islamic Finance Educators (ICIFE) where she is the Secretary and the Assistant Secretary for both associations respectively. She has spoken extensively in seminars, workshops, conferences and trainings on various Islamic Finance issues. Her publication includes books on Islamic Banking and Takaful, Islamic Banking under Malaysian Law, Corporate Governance of Islamic Financial Institutions and many articles in local and international journals.

She has received awards as a Promising Researcher at IIUM in 2012. Her works and contribution to Islamic Finance has also been recognized internationally when she was listed among the Top 10 Women in Islamic Finance by CPI Financial in 2013 and been awarded as Most Talented Women Professional in Islamic Banking, Asia Islamic Banking Excellence Awards, CMO Asia, 2014; Women of Distinction in her contribution in the field of Islamic Finance and law by Venus International Women Awards (VIWA 2016) and listed amongst The 50 Influential Women in Business and Finance by ISFIRE which is an official publication of Islamic Bankers Association based in London.



Mariyam Shabana

Member, Shariah Advisory Council of Capital Market Development Authority & Shariah Advisory Committees, MTCC & Litus Automobiles.

Shabana has worked in the Ministry of Islamic Affairs and is currently serving as a shariah committee member to various institutions offering Islamic finance in Maldives. She holds a Master's degree in Islamic Fiqh and Usulul Fiqh from International Islamic University Malaysia. While serving in Ministry of Islamic Affairs, she played a key role in issuing the halal certification for fisheries exports from Maldives and she was qualified personnel appointed by Ministry of Islamic Affairs to conduct halal onsite-inspection. She is a registered and qualified preacher and she provides counselling and awareness to public on shariah matters. She is a facilitator who has conducted numerous workshops in different parts of Maldives and she is also a visiting lecturer to some of the colleges and universities in Maldives. She is also a fluent orator who gives public lecture.



Samiya Zakariyya

Former Member, Capital Market Shariah Advisory Council, Capital Market Development Authority

Former Member, Capital Market Shariah Advisory Council, Capital Market Development Authority. Ms Samiya has contributed to the Islamic capital market through her role as a member of the Shariah Advisory Council



Hon. Anara Naeem

Member of Maldives Parliament

Former Member, Capital Market Shariah Advisory Council, Capital Market Development Authority. Ms Anara contributed to the Islamic capital market through her role as a member of the Shariah Advisory Council



WOB AWARDS 2017

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