## Name of Initiative
Halal Application & Renewal – Making it Easy, Engaging and Exceptional
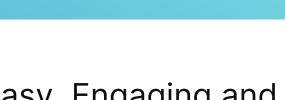
## Agency
Majlis Ugama Islam Singapura (MUIS)

**Could you share briefly on what was the impetus that eventually led to the initiative, and how did you motivate yourself/your team to pursue it?**

Businesses generally faced challenges meeting MUIS's Halal certification requirements, particularly among the smaller businesses as well as those with multiple chain outlets. This resulted in poor Halal certification compliance and late certification renewal causing the certification to lapse beyond the expiry date. Without their Halal certification, businesses lost a significant portion of their customers. During the COVID-19 pandemic, the situation was worsened.

It was during this time that we changed our perspective from the view that applying for Halal certification was merely a voluntary business decision to acknowledging that businesses are also critical in sustaining the Singapore's Halal ecosystem (e.g. providing Halal dining options, Halal food security, etc.). Thus, it is in MUIS's interest to facilitate and ensure that businesses can achieve Halal compliance and sustain their Halal certification.The MUIS Halal team decided to focus on rigorously engaging the Halal certificate holders and going deeper to understand their pain points and sought feedback on how MUIS can facilitate better.

**What were the challenges that you / your team encountered, and how did you / your team overcome them?**

As MUIS is part of the whole of Government front-facing platform, GoBusiness Licensing (previously LicenseOne), MUIS had to ensure that the backend system would be complementary with the front-facing system, which is used by the Halal certificate holders and prospective Halal certificate applicants.

To create such a backend system required significant investment in financial resources and effort. During the development process, the team encountered certain system limitations such as mapping issues despite a lot of effort in conceptualising and doing many rounds of the User Acceptance Testing (UAT). The team continued to work closely with the vendors, IT support and the users to address the technical issues that arise from time to time before the eventual launch of the auto-renewal submission in March 2022.

## Name of Initiative
Halal Application & Renewal – Making it Easy, Engaging and Exceptional

## Agency
Majlis Ugama Islam Singapura (MUIS)

**What were the challenges that you / your team encountered, and how did you / your team overcome them?**

As a regulator, it is also a challenge for MUIS to balance meeting the needs of consumers– ensuring the Halal integrity is never compromised and at the same time, being pro- enterprise for the companies to grow their business further. Through regular engagements with internal and external stakeholders, the team has seen benefits in reaching a middle ground, where all parties are able to openly share their concerns and perspectives, appreciate alternative views and offer ideas and solutions to overcome challenges.

**What was the most memorable moment while working on this project?**

The challenges, surprises – both good and bad are little elements that made the entire journey memorable. The COVID-19 pandemic has driven the team to find new ways to operate and make things work for both MUIS and businesses. The team recognised that the journey is never a short sprint, but a marathon to continually improve, so as to operate optimally, leveraging on the strengths of every member.

## Supporting Media/ Illustrations