

Selangor gov't woos rural Malays
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The Selangor government has embarked on an information dissemination initiative targeted at the Malay rural belts in the interiors of the state.

Selangor has for the past two years faced problems in garnering support from the rural Malays as the information machinery did not convey important information about the state's policies and initiatives.

This was evident after the Hulu Selangor by-election, where lagging on the part of the state's information machinery was said to be a contributory factor to the loss of the parliamentary seat.

To address this, the state government has started informational video screenings in the district of Sabak Bernam to explain its policies and products to the public.

"We are concentrating on the Malay heartland in and around Sabak Bernam, to win back the support of the rural Malay voters," said Selangor Information Department director Badrol Amin Baharom.

He explained that the 15-minute video screening initiative - known as LayaRakyat - was an effective way of information dissemination to the people about the state government's policies as well as to get them involved in Selangor's welfare programmes.

'Very positive' response to video screening

Launched last Tuesday, the maiden screening at the Sabak Bernam district night market is to continue till July 24 at other night markets in the state, including Sekinchan and Sungai Besar.

Badrol (photo, right) told Malaysiakini that the people's reception to the video screening efforts had been very positive.

"The people have told us that this is what they have been waiting for. They want the government to come to them and explain important policies," he said.

He added that the 20- to 30-strong organising party of the programme was made up of volunteers from local district offices, Village Development and Security Committees and the state Information Department office as well.

Badrol also said the programme would be continued in coming months, at night markets in Tanjung Karang, Kuala Selangor, Hulu Selangor and Sepang.

Information counters on the Merakyatkan Ekonomi Selangor (MES) policy will be set up at all the venues to specifically explain to people about Tabung Warisan Anak Selangor, Skim Mesra Usia Emas and Hadiah Anak Masuk IPT.

Besides that, Pendemokrasian Rakyat counters to register voters, inform them about their rights and provide voter details will also be set up at night market sites.

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