

# Ministry to launch Rukunegara campaign

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**ALOR STAR:** In a bid to encourage young Malaysians to appreciate the national principles of Rukunegara, the Information Ministry will soon launch a three-year awareness campaign.

"The five principles are relevant to Malaysians of all walks of life," Deputy Information Minister Datuk Seri Chia Kwang Chye told newsmen after opening the Universiti Utara Malaysia Spring Festival 2007 programme in Sintok near here on Tuesday night.

He said Malaysians should know the Rukunegara by heart and understand the true meaning of unity and how to maintain it.

Chia said the ministry had launched a similar programme two years ago targeting students but the response was poor.

He said private television stations must also play their roles in promoting the Rukunegara.

"We plan to hold a Rukunegara week in conjunction with our 50 National Day celebrations," he said.

He said his ministry would discuss with the Education Ministry and Higher Education Ministry on its plans to hold debate and essay-writing competitions on Rukunegara involving schools, colleges and universities.