

**Focus On Communication Skills And Strategy - Raja Nong Chik
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LABUAN, Feb 14 (Bernama) -- The message and policies of the government to the people will fall on "deaf ears" unless the communication strategy is emphasised and given serious attention.

Minister of Federal Territories and Urban Wellbeing Datuk Raja Nong Chik Raja Zainal Abidin said his ministry was gearing towards equipping its staff with communication skills so that government messages on various developments were able to reach the community.

"We cannot convey the messages and policies of government to the people, if we are still lacking in communication. I myself had asked my ministry's staff to give serious attention to the need for mastering communication skills so that we can relate whatever messages and policies of government to the people," he told Bernama here, Tuesday.

He said the government's transformation programmes had successfully transformed the people's standard of living, with a significant reduction in poverty among the people after various financial aid and job opportunities were created.

"This must be explained to the people through various channels of communication. In order to do this, we must have good communication," he said.

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