

Malacca cops practise 4P concept to improve efficiency

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MALACCA: Malacca police has put into practice the '4P' concept – which stands for Protector, Proactive, People and Performance – meant to improve the efficiency of its operations and provide a better quality service for the people.

State police chief Senior Assistant Commissioner Datuk Chuah Ghee Lye said the expectations of the police had become greater and more challenging, thus the need to cultivate a new mindset through the practice of the '4P' concept.

He said the state police were working towards implementing the '4P' concept as introduced by Inspector-General Police Tan Sri Ismail Omar last year.

The concept is aimed to elevate Royal Malaysian Police (PDRM) to world-class standards.

Going through the four points, Chuah said the police were the protector of the nation through its fair enforcement of the law.

They are also expected to take a proactive action to meet the public's expectations by enhancing their services when interacting with members of the community.

To become more people-centric, Chuah said the police had been tasked to work closely with the public through activities such as crime prevention campaigns, dialogues and forums of community policing.

These tasks, Chuah said, would be measured against the set key performance indicators (KPIs).

Commenting on the performance of the state police, he said the force in Malacca had reduced the crime rate by 9% which was equivalent to 459 cases from the 3,904 cases reported last year when compared to 4,817 cases of the same period in 2010.

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