

DAP to boost rural campaign in bid to capture Sarawak
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DAP has signalled its intention to capture Sarawak ahead of state polls in 2015 through a campaign aimed at the rural electorate.

The Impian Sarawak community campaign, which was launched at the DAP headquarters today, hopes to change the mindset of rural voters, who are traditionally Barisan Nasional supporters.

The core of the campaign is a series of rural outreach programmes and projects to improve the lives of people in the interior while at the same time raise their political awareness.

"Through the campaign, we hope to make an impact in Sarawak, as a key electoral background for its state elections in 2015 and the eventual takeover of Putrajaya in the 14th general election," said secretary-general Lim Guan Eng.

DAP made inroads in the resource rich Borneo state in the 2011 state elections and May 5 general election, winning a lion's share of the urban seats it contested.

However, its other coalition partners in Pakatan Rakyat, PKR and PAS, faced difficulties in capturing rural seats due to Barisan Nasional's stranglehold on these constituencies.

With Malaysia Day just around the corner, Lim said the campaign will strive to convince rural folk that reform is for the better.

"We want to show that they can be better off if there is people-centric governance and that only Pakatan Rakyat can offer proper governance, where state resources belong to the people and not to cronies," he said.

DAP Sarawak chairman Chong Chieng Jen said it was unacceptable that locals were still living without basic necessities like clean water, electricity and roads especially since the state revenue for both 2012 and 2011 were RM4.7 billion and RM6.63 billion respectively.

"BN has failed in its duties to bring change. Our purpose is to uplift the livelihood of the people, thereby bringing along political awareness and the importance of clean and transparent governance," he said.

To ensure the longevity of Impian Sarawak, the party will undertake fundraising campaigns as well as look for volunteers to help in its outreach programmes. - September 11, 2013.

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