

**Delivery Method of Govt Info Must Vary According To Public Segment - Ahmad Zahid  
Bernama  
Dec 16, 2015**

PUTRAJAYA, Dec 16 (Bernama) -- Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi said information and service delivery methods should vary, according to the government's target audience segments.

He said any government policy which was delivered with the same approach to all citizens would not achieve its target.

He said every segment of society had different levels of understanding and thus, if used incorrectly, it would meet with failure.

"These are some things to be learnt by Perdana Fellows Programme participants who are given the opportunity to work under the prime minister, deputy prime minister and cabinet ministers," he said at a dinner with 60 participants of the Perdana Fellows Programme here Wednesday night.

-- BERNAMA

Copyright © 2015 BERNAMA

<http://www.bernama.com/bernama/v8/newsindex.php?id=1200153>