KEMENTERIAN
KEMAJUAN DESA DAN WILAYAH

E-KERATAN
AKHBAR HARIAN

10-11 JANUARI 2023

UNIT KOMUNIKASI KORPORAT
KEMENTERIAN KEMAJUAN DESA DAN WILAYAH

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Zahid: Change name meaning is department reform and rebrand

扎希：易名意義
部門改革重塑品牌

（吉隆坡9日讯）副首相兼乡村及区域发展部长拿督斯里阿末扎希说，该部名称从"Pembangunan"改为"Kemajuan"具有特定意义，后者是发展的一部分，比较朝著更明确的目标前进。

他说，这两个词汇皆有在区域推动前进及作出改善之意，然而，"Pembangunan"通常指在数区有所改善，含义非常笼统。

"这就是政府的意愿，以在乡村及区域发展中，能更具体及更明确地衡量发展。"

阿末扎希在去年12月10日宣布该部门易名事宜。

他今日在面子书发帖文说，乡村及区域发展部重塑品牌是意识到需要一个革新的过程，然后改革。

他也提出SMART方式及方程式，即具体、可衡量、可实现、合时及时效，作为衡量进步和发展的标准。

更有策略實施議程

他说，在发展背景下，"具体"意味要达到明确目标，"可衡量"是指可通过各种准确的标准明确地衡量，并可追究责任。

阿末扎希解释，"可实现"意思是得以切实实现；"合时"则以社区为目标，对目标群体产生最大的社会影响；"时效"是指立即实现的时间范围，不受挑战所阻。

"通过SMART框架及方程式，部门的议程可更有策略地实施，符合DESA概念，即早前推介的数码、经济、社会及个性，以及交通及环境。"

另外，他也建议使用SWOT分析（优势、弱点、机会及威胁）助组织鉴定强项、劣势、挑战和机会，为部门旗下所有机构创建优势。

他也希望在乡村发展方面取得基准或最佳范例，而不仅聚焦于韩国，反之应通过借鉴日本、台湾、泰国、印尼、欧洲等等繁荣乡村作为指南。

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南洋商報 NANYANG SIANG PAU [X]

Zahid: KKDW renamed makes the goal clearer

扎希｜乡直部易名 目标更明确

（吉隆坡9日讯）副首相兼乡区及直辖区发展部长拿督斯里阿末扎希博士说，该部名称从"Pembangunan"改为"Kemajuan"具有特定意义，后者是发展的一部分，较为朝着更明确的目标前进。

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他也提出SMART方式及方程式，即具体（Specific）、可衡量（Measurable）、可实现（Attainable）、合时（Relevant）及时效（Time Bound），作为衡量进步和发展的标准。

TARIKH:

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ONLINE

NEW SARAWAK TRIBUNE

Ministry's BM name change gives specific gauge of progress

KUALA LUMPUR: The substitution of the word "pembangunan" (development) with "kemajuan" (progress) in the Bahasa Malaysia name of the Ministry of Rural and Regional Development gives more significance to the ministry, said Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi.

Ahmad Zahid, who is also Minister of Rural and Regional Development, said while both words signified an advancement and upgrade, the meaning of "development" usually carried a wider dimension and "progress", which is part of development, referred to going forward with a clearer objective.

"This is the desire of the government so that 'kemajuan' (progress) can be measured in a specific and clearer manner in rural and regional development," he said in his latest Facebook post yesterday.

On Dec 10 last year, Ahmad Zahid announced that the ministry's name in Bahasa Malaysia had been changed to Kementerian Kemajuan Desa dan Wilayah (KKDW) from Kementerian Pembangunan Luar Bandar (KPLB) previously, with its English equivalent being Ministry of Rural and Regional Development.

Ahmad Zahid also said the ministry was using the SMART (Specific - Measurable - Attainable - Relevant - Time-Bound) formula in measuring progress and development.

Ahmad Zahid said in the context of progress, Specific means a clear objective to be attained while Measurable means it can be accurately tracked by various measurements and with accountability.

"Attainable" means it can be achieved in a realistic manner and Relevant gives emphasis on the community and creating a major social impact on the target groups.

"Time-Bound" provides a time period for the objective to be achieved quickly without being hampered by arising challenges, he said.

The deputy prime minister said through the SMART framework and formula, the ministry's agenda could be implemented more strategically in line with the imperative concept of DESA on data and digital; economy, social and character; as well as access and environment introduced earlier.

Ahmad Zahid also suggested that the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis be used to help organisations identify strengths, weaknesses, challenges and opportunities to produce the best results for all agencies under the ministry.

He also wants efforts on setting benchmarks for best rural development not to be focused only on South Korea but to include successful practices in Japan, Taiwan, Thailand, Indonesia, Europe and others as a guide.

This was importatnt to give a more comprehensive perspective for the country to gain the best benefits possible, he added. – BERNAMA

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東方日報 Oriental Daily News ☐
Utusan Borneo ☐
The Borneo Post ☐
New Sabah Times ☐

Istilah kemajuan dalam KKDW beri objektif lebih jelas

KUALA LUMPUR - Perubahan penggunaan istilah pembangunan kepada kemajuan ke atas nama Kementerian Kemajuan Desa dan Wilayah (KKDW) membawa signifikan tertentu kepada kementerian tersebut.

AHMAD ZAHID

Timbalan Perdana Menteri, Datuk Seri Dr Ahmad Zahid Hamidi yang juga Menteri Kemajuan Desa dan Wilayah berkata, kedua-dua istilah itu merujuk kepada bergerak ke depan dan penambahbaikan di wilayah khusus dengan istilah pembangunan lazimnya merujuk penambahbaikan di beberapa kawasan dan mempunyai dimensi makna yang luas.

Menurutnya, istilah kemajuan pula ialah bahagian daripada pembangunan dan bergerak ke depan ke arah objektif yang lebih jelas.

"Inilah hasrat dimahukan kerajaan agar kemajuan dapat diukur dengan spesifik dan lebih jelas," katanya dalam hantaran di Facebook beliau pada Isnin.

Pada 10 Disember lepas, Ahmad Zahid mengumumkan nama kementerian yang sebelum ini dikenali sebagai Kementerian Pembangunan Luar Bandar (KPLB), dipinda kepada KKDW dengan nama dalam bahasa Inggeris adalah Ministry of Rural and Regional Development.

Beliau turut mengetengahkan kaedah dan formula SMART iaitu *Specific - Measurable - Attainable - Relevant - Time Bound* sebagai ukuran dalam mengukur kemajuan dan pembangunan.

Beliau berkata, melalui kerangka dan formula SMART, agenda kementerian dapat dilaksanakan dengan lebih berstrategik seiring konsep imperatif Desa iaitu data dan digital; ekonomi, sosial dan sahsiah serta akses dan alam sekitar yang diperkenalkannya sebelum ini.

Ahmad Zahid juga mahu usaha mendapatkan petanda aras atau contoh terbaik dalam aspek kemajuan desa tidak hanya tertumpu kepada Korea Selatan sematamata, sebaliknya diperluaskan lagi dengan menjadikan amalan desa makmur di Jepun, Taiwan, Thailand, Indonesia, Eropah dan sebagainya sebagai panduan. - *Bernama*

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RAMAH MESRA: Timbalan Perdana Menteri Datuk Seri Dr Ahmad Zahid Hamidi (dua,kiri) beramah mesra dengan para pengamal media ketika hadir pada Program Sembang Santai Kementerian Kemajuan Desa dan Wilayah (KKDW) bersama rakan strategik media 2023 di Kuala Lumpur, semalam. Turut kelihatan, Timbalan Menteri Kemajuan Desa dan Wilayah Datuk Rubiah Wang (tiga,kiri) Ketua Setiausaha Kementerian Kemajuan Desa dan Wilayah Datuk Ramlan Harun (kiri) dan Pengerusi Pertubuhan Berita Nasional Malaysia (Bernama) Senator Datuk Ras Adiba Radzi (tiga,kanan). —Gambar Bernama

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THE BORNEO POST X

Infra devt 'balancing' act

DPM: Rural infrastructure in Sarawak, Sabah must be on par with Peninsula

KUALA LUMPUR: Infrastructure development in rural areas in Sabah and Sarawak have to be on par with the infrastructure level of rural areas in Peninsular Malaysia, Deputy Prime Minister Datuk Seri Ahmad Zahid Hamidi said.

Ahmad Zahid, who is also Rural and Regional Development Minister, said that overall, rural infrastructure in Peninsular Malaysia was satisfactory but he wanted rural infrastructure in both East Malaysia states to be improved.

"Sabah and Sarawak are considered regions, both not only need to be developed but it's been over 60 years since our Independence, regions need to be balanced quickly," he said at a gathering with media practitioners at Kuala Lumpur Tower here yesterday.

> Sabah and Sarawak are considered regions, both not only need to be developed but it's been over 60 years since our independence, regions needs to be balanced quickly.
>
> **Datuk Seri Ahmad Zahid Hamidi**

He added that the matter needed attention as the soon-to-be opened Pan Borneo Highway would be the main connection for residents in Sabah, Sarawak and Brunei.

"When Pan Borneo connects Sarawak and Sabah as well as Brunei, then connectivity between the main roads to small towns and villages along the Pan Borneo route in both states must be created," he said.

Ahmad Zahid also said that his ministry would focus on the issue of income gap and poverty between rural, suburban and urban residents.

He said it would be prioritised after several poverty baselines reported by the Statistics Department of Malaysia (DoSM) changed based on the current economic situation.

"In reality, it (poverty) is not only seen in rural areas, but also suburbs and in urban areas. Hardcore poor in cities are taking root in rural areas," he said.

On the gathering with the media, Ahmad Zahid said his ministry will take proactive measures to nurture ties between the ministry and media to expand the coverage of its activities.

"I feel this ministry doesn't invite much controversial issues. So it is a ministry that is 'business as usual' so coverage usually is based on media statements and media conferences.

"...Therefore, I want to have a new approach by introducing a game changer for the media and my ministry," he said, adding that he was seeking the cooperation of the media to provide feedback on improving coverage relating to the ministry. — Bernama

Ahmad Zahid takes an interest in a pressman at work on his laptop, during the gathering with media practitioners at Kuala Lumpur Tower. — Bernama photo

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Peruntukan RM750,000 bantu naik taraf infrastruktur Gua Sireh, Baling

BALING: Sejumlah RM750,000 diperuntukkan Kementerian Kemajuan Desa dan Wilayah menerusi Lembaga Kemajuan Wilayah Kedah (KEDA) untuk menaik taraf infrastuktur di Gua Sireh di sini.

Pengurus Besar KEDA Datuk Kamaruddin Abd Akib berkata Gua Sireh merupakan lokasi yang dicadangkan untuk dimajukan di bawah Projek Eko Pelancongan Warisan Alam dalam Program Desa Lestari Kampung Padang Che Mas.

"Peruntukan RM750,000 untuk penambahan infra (infrastruktur) dan akses logistik di Gua Sireh ini merangkumi titi dan pagar sepanjang 400 meter di dalam gua, pembelian van pelancong, penambahbaikan fasiliti dan pembelian peralatan gua, lesen hiburan, sewaan, cukai dan insurans.

"KEDA yakin dengan penambahan infrastruktur dan akses logistik ini, Gua Sireh akan menjadi pilihan pengunjung berikutan keunikan dan keindahannya serta panorama di dalam gua ini sungguh menakjubkan," katanya kepada media selepas lawatan ke Gua Sireh di sini, semalam.

Beliau berkata projek naik taraf itu dijadualkan bermula Mac ini dan tumpuan akan diberikan kepada penyediaan laluan yang lebih selamat serta menambah pencahayaan di dalam gua itu.

Katanya, kerja-kerja itu bagaimanapun akan memakan masa kerana perlu membawa masuk bahan binaan dan peralatan ke dalam gua itu yang telah dibuka kepada pengunjung sejak Februari 2019.

"Selepas pendakian kira-kira 100 meter hingga ke pintu gua, pengunjung akan dapat melihat keindahan semula jadi yang terbentuk di siling dan dinding gua di sepanjang laluan masuk ke dalam gua, iaitu sejauh 400 meter, ia akan memberikan satu pengalaman yang cukup menarik," katanya.

Sementara itu, Pengerusi Koperasi Eco Pelancongan Gua Sireh Baling Berhad Mohd Sazli Ibrahim berkata terdapat 20 orang malim gua akan bertindak sebagai pemandu arah kepada pengunjung yang ingin masuk ke dalam gua itu.

"Sejak ia dibuka, dianggarkan seramai 100 pengunjung telah datang ke Gua Sireh dan keluasan gua ini boleh menempatkan kira-kira 1,000 hingga 2,000 pengunjung pada satu-satu masa," katanya. — Bernama

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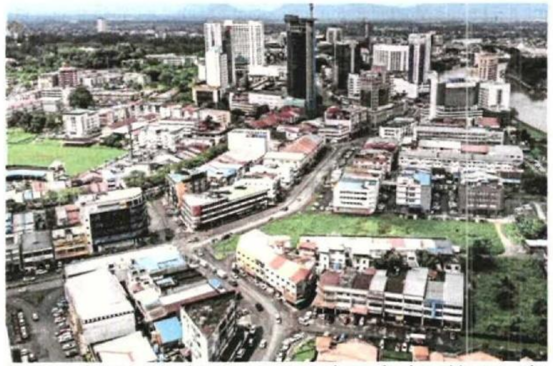
Kadar kemiskinan tegar bandar menyamai di desa

KKDW tumpu program peningkatan, kemahiran semula penduduk

Oleh Farah Marshita Abdul Patah
farahmarshita@bh.com.my



Kerajaan akan menumpukan program peningkatan dan kemahiran semula penduduk bandar dan desa bagi mengatasi masalah kemiskinan di negara ini. (Foto hiasan)

Kuala Lumpur: Kadar kemiskinan tegar di kawasan bandar negara ini, kini sudah menyamai keadaan di desa, kata Datuk Seri Dr Ahmad Zahid Hamidi.

Susulan itu, Kementerian Kemajuan Desa dan Wilayah (KKDW) akan memberi tumpuan kepada program peningkatan dan kemahiran semula penduduk bandar dan desa, bagi mengatasi masalah kemiskinan di negara ini.

Timbalan Perdana Menteri yang juga Menteri KKDW, berkata kumpulan yang berada di bawah garis pendapatan isi rumah RM2,208 sebulan, kini dianggap sebagai mereka yang berada di bawah garis kemiskinan.

"Secara relatifnya kemiskinan tidak hanya boleh dilihat di kawasan desa, ia harus dilihat di pinggir bandar dan yang lebih parah lagi adalah kemiskinan dalam bandar.

"Perkara ini menjadi tumpuan kepada KKDW bersama kementerian lain dan MARA mempunyai peranan antara lain untuk menawarkan *reskilling* atau *upskilling* kumpulan sasar," katanya dalam ucapan Majlis Santai Media di Menara Kuala Lumpur, di sini semalam.

Perlu fokus baharu

Pada majlis itu beliau meluangkan masa hampir dua jam untuk bertemu dengan pengamal media.

Sehubungan itu, Ahmad Zahid berkata, beberapa agensi kerajaan antaranya MARA, RISDA dan FELDA perlu mempunyai beberapa fokus baharu yang diperkenalkan.

Mengenai majlis itu, beliau berkata, jalinan kerjasama antara kerajaan dan media perlu dipertingkatkan bagi meluaskan aktiviti kementerian.

"Saya terpukul kerana selama lebih empat tahun sembilan bulan tidak dapat bertemu dengan rakan media.

"Biarpun mengenali kebanyakan pengamal media, namun terputus hubungan kerana ketika itu apa saja kenyataan dan ucapan dikeluarkan tidak lagi mempunyai nilai berita," dakwanya.

Katanya, menerusi majlis itu beliau dapat mengeratkan hubungan silaturahim dan pada masa yang sama saling bertukar pendapat.

"Pada masa yang sama kita amat menghargai jasa media yang memainkan peranan cukup penting dalam menyalurkan maklumat kepada masyarakat," katanya.