

EXAMPLE
BM

83 (P)

KUALA LUMPUR, MARCH 19 (BERNAMA) -- DATUK SERI DR. MAHATHIR MOHAMAD TODAY LAUNCHED THE LEADERSHIP BY EXAMPLE CAMPAIGN, LEADING MORE THAN 300,000 GOVERNMENT SERVANTS THROUGHOUT THE COUNTRY IN A PLEDGE TO LOVE BY THE LOFTY AIMS OF EXEMPLARY LEADERSHIP.

THE CEREMONY ATTENDED BY 10,000 GOVERNMENT STAFF MEMBERS WAS HELD AT THE TUN ABDUL RAZAK STADIUM HERE.

THE PRIME MINISTER PLEDGED WITH A CLEAR VOICE TO UPHOLD THE CLEAN, EFFICIENT AND TRUSTWORTHY SLOGAN BY INCREASING PRODUCTIVITY TO ENSURE A STRONGER AND MORE PROGRESSIVE COUNTRY AND A MORE PROSPEROUS, UNITED AND SUCCESSFUL SOCIETY.

THE PLEDGE WAS OBSERVED BY GOVERNMENT STAFF IN ALL FEDERAL, STATE AND REGIONAL LEVEL OFFICES THIS MORNING.

THE ESSENCE OF THE LEADERSHIP BY EXAMPLE CONCEPT REVOLVES ON THE UNDERTAKING TO:

- + IMPROVE THE STANDARD OF SERVICE,
 - + SERVE WITH FULL DEDICATION,
 - + DISCARD ALL ATTITUDES OF SELF-INTEREST,
 - + WORK IN THE SPIRIT OF GOODWILL AND CONGENIALITY,
 - + RAISE THE NATIONAL CONSCIOUSNESS AND DEVELOPMENT TO HIGHER LEVELS,
- MORE 1207+0M

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- + MAKE A CONCERTED EFFORT TO COMBAT SHORTCOMINGS AND ENEMIES OF THE NATION, AND TO
- + UP HOLD THE TEACHINGS OF RELIGION.

THE OCCASION IS OF HISTORICAL SIGNIFICANCE NOT ONLY IN ITSELF BUT ALSO BECAUSE THIS IS THE FIRST TIME THAT A PRIME MINISTER OF THE LAND LED SUCH AS PLEDGE AND WAS PERSONALLY INVOLVED IN THE PREPARATIONS FOR THE CAMPAIGN WHICH WILL LAST A MONTH.

THE EVENT, COVERED LIVE BY RADIO TELEVISION MALAYSIA (RTM), STARTED WITH THE READING OF THE DOA SELAMAT AND SINGING OF THE THEME SONG BY A SPECIAL CHOIR ACCOMPANIED BY THE ROYAL MALAYSIA POLICE BAND.

THE CHOIR, STANDING IN THE CENTRE OF THE ASTROTURF PITCH OF THE STADIUM, WAS COMPOSED OF 450 REPRESENTATIVES FROM VARIOUS SECTIONS INCLUDING THE ADMINISTRATIVE AND DIPLOMATIC SERVICE, THE ARMED FORCES, POLICE AND THE SPECIALIST TEACHERS TRAINING COLLEGE IN JALAN CEPAS.

THE LOGO OF THE CAMPAIGN WAS THEN UNVEILED TO THE BEATING OF THE REBANA UBI. -- MORE 1245/0M

EXAMPLE 3 KUALA LUMPUR

THE LOGO WAS DESIGNED BY THE MAPA INSTITUTE OF TECHNOLOGY (MIT) SCHOOL OF ART AND DESIGN AND SUBJECTED TO MODIFICATIONS BY THE PRIME MINISTER BEFORE BEING APPROVED.

THE DIAMOND-SHAPED LOGO SHOWS THE STYLIZED FIGURE OF A HUMAN BEING IN THE FOREGROUND WITH OTHER FIGURES IN LIGHTER RELIEF RADIATING OUT FROM BEHIND IT. OVER THEIR HEADS IS AN INVERTED V-SHAPED BAND OF YELLOW ENCLOSED WITHIN A BORDER OF BLUE.

THE PICTURE REPRESENTS THE IDEA OF A LEADER RESPECTED AND SUPPORTED BY OTHERS IN CARRYING OUT HIS TASKS FOR THE COMMON GOOD.

THE LOWER PART OF THE LOGO IS BISECTED BY THREE RED LINES ANCHORING THE FIGURE OF THE LEADER. THE LINES REPRESENT THE THREE QUALITIES OF CLEANLINESS, EFFICIENCY AND TRUSTWORTHINESS REQUIRED OF THOSE ENTRUSTED WITH RESPONSIBILITIES TO SHOULDERS.

THE READING OF THE PLEDGE AND SINGING OF THE THEME SONG AND THE NEGARA KU BY THOSE PRESENT CONCLUDED THE BRIEF BUT MEANINGFUL CEREMONY. -- MORE 1307/OM

EXAMPLE 4 KUALA LUMPUR

IN KUANTAN, MORE THAN 4,000 CIVIL SERVANTS INCLUDING MEMBERS OF THE ARMED FORCES AND THE POLICE, GATHERED AT STADIUM MAKMUR FOR THE LAUNCHING OF THE CAMPAIGN.

MENTERI BESAR DATUK HAJIB BIN TUN ABDUL PAZAK LED THE GATHERING IN TAKING THEIR OATH TOGETHER WITH STATE EXCO MEMBERS AND HEADS OF DEPARTMENTS.

TV SETS HAD ALSO BEEN INSTALLED IN THE STADIUM FOR THE PARTICIPANTS TO SEE +LIVE+ THE LAUNCHING OF THE CAMPAIGN BY DATUK SERI DR. NAHATHIR.

ACCOMPANIED BY THE BAND OF THE KUANTAN MUNICIPAL SPORTS CLUB, THE PARTICIPANTS THEN JOINED THE 30-MEMBER CHOIR COMPRISING CIVIL EMPLOYEES IN SINGING THE THEME SONG OF THE CAMPAIGN. -- MOPE 1314/PA

2020 NO30 (F)

EXAMPLE 5 KUALA LUMPUR

IN KOTA KINABALU, CHIEF MINISTER DATUK HARRIS SALLEH LED SOME 10,000 PEOPLE IN READING THE PLEDGE AT THE TOWN PADANG.

THEY HAD EARLIER WATCHED THE LAUNCHING OF THE CAMPAIGN BY DATUK SERI DR MAHATHIR.

DATUK HARRIS ALSO ADDRESSED THE GATHERING, WHICH INCLUDED THE FOREIGN CONSULS IN SABAH AS WELL AS REPRESENTATIVES FROM THE PRIVATE SECTOR AND COMMUNITY LEADERS.

THE CHIEF MINISTER'S SPEECH WAS ALSO READ AT DISTRICT LEVEL.

THE THEME SONG OF THE CAMPAIGN WAS SUNG BY A CHOIR OF 200 PEOPLE REPRESENTING THE VARIOUS BRANCHES OF THE CIVIL SERVICE. THE SABAH COMPONENT OF THE ROYAL MALAYSIA POLICE BAND WAS IN ATTENDANCE.

IN CONJUNCTION WITH THE LAUNCHING OF THE CAMPAIGN, A SLOGAN CONTEST WILL BE HELD FOR ALL GOVERNMENT DEPARTMENTS IN THE STATE AS WELL AS FOR THE ARMY, POLICE AND STATUTORY BODIES. -- MOPE 1321/PA

2020 NO31 (F)

EXAMPLE 6 KUALA LUMPUR

IN ALUP SETAR, THE STATE-LEVEL CAMPAIGN WAS LAUNCHED BY KEDAH MENTERI BESAR DATUK SERI SYED NAHAR SHAHABUDDIN AT THE DENAN SYED QHAR.

ABOUT 1,000 GOVERNMENT SERVANTS AS WELL AS EXECUTIVE COUNCILLORS JOINED THE MENTERI BESAR IN READING THE PLEDGE.

IN HIS SPEECH, DATUK SERI SYED NAHAR CITED SEVERAL GOOD CHARACTERISTICS WHICH COULD SERVE AS EXAMPLES FOR THE CIVIL SERVANT IN THEIR EFFORTS TO IMPROVE THEIR SERVICES FOR THE PEOPLE.

IN JOHOP BAHRU, MENTERI BESAR DATUK ABDUL AJIB AHMAD URGED THAT THE INTERACTION BETWEEN THE POLITICAL LEADERS AND GOVERNMENT OFFICERS IN THE STATE BE EXTENDED.

HE SAID THAT MANY PROBLEMS COULD BE IDENTIFIED AND RESOLVED IF THERE WAS EFFECTIVE INTERACTION BETWEEN THESE TWO GROUPS.

DATUK AJIB EARLIER LED THE PLEDGE-TAKING CEREMONY AT THE GROUNDS OF THE ISTANA BESAR. -- MOPE 1320/PA

EXAMPLE 7 KUALA LUMPUR

IN KOTA BAHARU, KELANTAN MENTERI BESAR DATUK HAJI MOHAMED YAACOB LAUNCHED THE STATE-LEVEL CAMPAIGN WITH A CALL TO THE STATE GOVERNMENT OFFICERS AND EMPLOYEES TO WORK HARDER AND TO PAY MORE ATTENTION TO THE DEVELOPMENT OF THE STATE WHICH WAS THE POOREST AND MOST BACKWARD IN THE COUNTRY.

HE ALSO URGED HEADS OF DEPARTMENTS TO SET UP SUB-COMMITTEES AT DEPARTMENTAL LEVEL TO MONITOR THE ACTIVITIES OF THE STAFF TO ENSURE THAT THEY WERE PRACTISING THE REQUIREMENTS OF THE CLEAN, EFFICIENT AND TRUSTWORTHY CONCEPT AND TO CHECK ANY IRREGULARITIES.

ADDRESSING ABOUT 1,500 PEOPLE AT THE WOMEN'S INSTITUTE HALL, HE SAID THAT THERE WAS A NEED TO INCULCATE IN THE GOVERNMENT SERVANTS AN AWARENESS THAT WHILE THEY WERE LIVING IN RELATIVE COMFORT, THE MAJORITY OF THE PEOPLE IN THE STATE WERE LIVING IN POVERTY.

SIMILAR PLEDGE-TAKING GATHERINGS WERE HELD IN ALL DISTRICTS OF THE STATE. -- MORE 1326/PA

2020 N033 (F/S)

EXAMPLE 8 KUALA LUMPUR

IN KUALA TERENGGANU, MENTERI BESAR DATUK SERI AMAP HAJI WAN MOHTAR AHMAD LED SOME 11,000 EMPLOYEES OF GOVERNMENT DEPARTMENTS AND STATUTORY BODIES IN TAKING THE PLEDGE AT THE STADIUM SULTAN ISMAIL HASIRUDDIN SHAH.

EARLIER, IN HIS SPEECH, THE MENTERI BESAR SAID THAT THE CAMPAIGN WAS A CHALLENGE FOR ALL CIVIL SERVANTS TO PRACTISE THE CLEAN, EFFICIENT AND TRUSTWORTHY CONCEPT AS AN EXTENSION OF THE CONCEPT OF EXCELLENT SERVICE INTRODUCED FOUR YEARS AGO.

THE CHOIR FROM THE PASIR PANJANG TEACHERS' COLLEGE IN KUALA TERENGGANU RENDERED THE THEME SONG FOR THE CAMPAIGN WITH ACCOMPANIMENT BY THE BRASS BAND OF THE SEKOLAH MENENGAH SULTAN SULAIMAN. -- MORE 1329/PA

2020 NO34 (F/5)
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BM

IN SEREMBAN, MENTERI BESAR DATUK HOND, ISA DATUK ABDUL SAMAD REMINDED CIVIL SERVANTS THAT DISCIPLINARY ACTION WOULD BE TAKEN AGAINST THOSE WHO FAILED TO PROVIDE A GOOD SERVICE TO THE PUBLIC.

SIMILAR ACTION WOULD ALSO BE TAKEN AGAINST THOSE WHO TURNED OUT POOR QUALITY WORK, WHO FLOUT DISCIPLINE AND WHO WERE NOT PROPERLY DRESSED FOR OFFICE.

THE DISCIPLINARY ACTION WAS ONE OF THE MEASURES TO BE TAKEN BY THE GOVERNMENT TO ENSURE QUALITY SERVICE AND WORK BY EVERY DEPARTMENT AND ITS WORKERS, HE SAID.

THE MENTERI BESAR, WHO WAS LAUNCHING THE STATE-LEVEL +LEADERSHIP BY EXAMPLE+ CAMPAIGN AT THE MUNICIPAL STADIUM, STRESSED THAT EVERY MEMBER OF THE GOVERNMENT COULD NOW HAVE NO EXCUSE IF A PROJECT WERE DELAYED OR NOT COMPLETED.

+EVERY MEMBER OF THE GOVERNMENT SHOULD NOW BE IMBUED WITH THE ATTITUDE AND THE DETERMINATION TO WORK HARD, TO WANT TO PROGRESS AND TO COMPETE WITH EACH OTHER TO PRODUCE WORK AND SERVICE OF THE HIGHEST QUALITY,+ HE ADDED. -- MORE 1333/PA

EXAMPLE 10 KUALA LUMPUR

IN KUCING, ABOUT 3,000 CIVIL SERVANTS FROM THE VARIOUS GOVERNMENT DEPARTMENTS TOOK PART IN THE LAUNCHING OF THE CAMPAIGN AT THE CENTRAL PADANG.

HIGHLIGHTING THE TWO HOUR GATHERING WAS THE READING OF THE PLEDGE LED BY SARAWAK CHIEF MINISTER DATUK PATINGGI HAJI ABDUL TAIB HAHMUD.

THE KOR SETIA, WHOSE MEMBERS ARE FROM THE VARIOUS GOVERNMENT DEPARTMENTS WAS ON HAND TO SING THE CIVIL SERVICE DAY SONG +LEADERSHIP+ BY EXAMPLE+, STATE CIVIL SERVICE SONG +BERKHIDMAT BERBAKTI+ AND THE STATE AND NATIONAL ANTHEM.

A POSTER COMPETITION BASED ON THE THEME LEADERSHIP BY THE EXAMPLE WAS ALSO HELD.

IN MIRI DEPUTY CHIEF MINISTER TAN SRI AMAR SIM NHENG HONG LED SOME 1,000 CIVIL SERVANTS HERE IN A SIMILAR CEREMONY.

IN SIBU, STATE COMMUNICATIONS AND WORKS MINISTER DATUK DR. WONG SOON KAI LED A SIMILAR RALLY AT THE TUN DATUK PATINGGI TUANKU HAJI BUJANG PADANG.

OTHER STATE MINISTERS ALSO LED SIMILAR RALLIES IN THE OTHER DIVISIONS. -- MORE 1343/OM

EXAMPLE 11 KUALA LUMPUR

IN PULAU PINANG, MORE THAN 10,000 LEADERS AND STAFF OF 120 STATE AND FEDERAL GOVERNMENT DEPARTMENTS TOOK PART IN +LEADERSHIP BY EXAMPLE+ CAMPAIGN AT THE PADANG KOTA LAMA.

IN HIS SPEECH, CHIEF MINISTER DR. LIM CHONG EU HOPED THAT ALL GOVERNMENT STAFF FROM ALL LEVELS WOULD UPGRADE THEIR PERFORMANCE AND FULFIL THE PEOPLE'S TRUST ON THEM.

LEADERS WHO ARE RESPONSIBLE AND RESPECTABLE WOULD ENSURE AN ADMINISTRATION WHICH WAS EFFICIENT, HE SAID.

+LEADERS AND STAFF IN THE PUBLIC SECTOR ARE RESPONSIBLE IN POOLING THEIR RESOURCES AND IN SETING A GOOD EXAMPLE FOR DEVELOPMENT IN THE STATE+, HE ADDED.

DR. LIM ALSO URGED ALL LEVELS OF LEADERS AND COMMUNITIES TO REVIEW ALL ASPECTS OF THE ADMINISTRATIVE SYSTEM TO ENSURE THAT IT WAS CLEAN, EFFICIENT AND TRUSTWORTHY. --MORE 1748/MD

EXAMPLE 12 KUALA LUMPUR

IN MELAKA, CHIEF MINISTER ENCIK ABDUL RAHIM DATUK THAMBY CHIK, WHO LAUNCHED THE CAMPAIGN IN THE STATE SAID HE DID NOT WANT TO SEE GOVERNMENT OFFICERS WHO ASSUMED THE AIRS OF THE COLONIALS AND ALWAYS WANTED BE CALLED TUAN.

THEY SHOULD CHANGE THEIR ATTITUDE ACCORDING TO THEIR STANDING ADDING THAT HE WANTED TO SEE CIVIL SERVANTS MAKE INITIATIVES INSTEAD OF WAITING FOR INSTRUCTIONS.

HEADS OF DEPARTMENTS SHOULD MAKE EFFORTS TO PROVIDE THE IMPETUS TO THEIR SUBORDINATES TO WORK HARD IN ENSURING THAT DEVELOPMENT PROJECTS WERE NOT DISRUPTED.

IN SYAH ALAM, WHEN LAUNCHING THE CAMPAIGN, MENTERI BESAR DATUK HAJI AHMAD RAZALI ALI URGED ALL GOVERNMENT DEPARTMENTS TO PRACTISE THRIFTINESS IN VIEW OF THE ECONOMIC SLOWDOWN.

THIS INCLUDED THE FREEZE ON NEW AND VACANT POSTS IN THE VARIOUS DEPARTMENTS, HE SAID. -- MORE 1342/MB
ZCIC 1127 (F/S)

EXAMPLE 13 KUALA LUMPUR

HOWEVER, DATUK HAJI AHMAD RAZALI HOPED THAT THESE CONSTRAINTS WOULD NOT DISRUPT THE RUNNING OF THE GOVERNMENT MACHINERY.

TO OVERCOME SUCH PROBLEMS, THE MENTERI BESAR SAID THAT THE HEADS OF DEPARTMENTS SHOULD REVAMP THEIR WORKING SYSTEMS TO STREAMLINE IT WITH THE PRESENT SITUATION.

IN IPOH, MENTERI BESAR ENCIK RAMLI NGAH TALIB URGED CIVIL SERVANTS NOT TO FOLLOW THEIR WHIMS AND FANCIES AND DEVIATE FROM THE JUSTICE IN THEIR LEADERSHIP.

LAUNCHING THE CAMPAIGN HERE, HE SAID THE QURAN ITSELF STRESSED THE CHARACTERISTICS OF LEADERSHIP BY EMULATING THE PROPHET.

ENCIK RAMLI SAID ALL LEVELS OF SOCIETY SHOULD BE AWARE THAT THEIR ROLES WOULD ASCERTAIN THE SUCCESS OF FAILURE OF THE AIMS OF THE GOVERNMENT. -- BERNAMA 1850/MB → 147

EXAMPLE 14 KUALA LUMPUR (REOPEN ITEM NO 127)

IN PERLIS, MENTERI BESAR ENCIK ALI HAJI AHMAD SAID GOVERNMENT SERVANTS WHO FEARED THE CHANGES BEING BROUGHT ABOUT BY THE MAHATHIR ADMINISTRATION COULD BE SAID TO BE "UNDEDICATED IN THEIR WORK."

LAUNCHING THE STATE-LEVEL "LEADERSHIP BY EXAMPLE" CAMPAIGN IN KANGAR, HE SAID THE CHANGES SHOULD BE TAKEN AS A CHALLENGE BY THEM TO PERFORM THEIR WORK EVEN BETTER.

HE CALLED ON GOVERNMENT SERVANTS IN PERLIS TO HAVE A MORE POSITIVE ATTITUDE WHEN PERFORMING THEIR DAILY DUTIES.

ENCIK ALI LATER LED SOME 200 GOVERNMENT SERVANTS IN TAKING THE OATH. -- BERNAMA 2040/MB