

PM: 1Malaysia still needs explaining
Malaysiakini.com
March 17, 2011

Two years down the road since its inception, Prime Minister Najib Abdul Razak conceded that the government still needs to mount a concerted effort to explain the 1Malaysia concept to the public.

"The government will continuously explain about its meaning and content. Even in this House we have to explain it, and how it does not diverge from the constitution and the principles of Rukun Negara."

This he said, will be done until the concept is understood completely.

He added that there are those who still seek to muddy the waters on what it means.

"Since the beginning, there are those who have tried to manipulate the concept for political gain. These people should not be heeded. The truth is the majority of Malaysian has accepted this concept," argued Najib who is also the Pekan MP.

Revamp not required

However, the premier saw no need to revamp the 1Malaysia concept despite agreeing that there are some who are still unable or unwilling to understand it.

He was replying to a question from Zulkifli Noordin (Bebas-Bandar Baru Kulim) who asked if there was a need to revamp the concept since it has been diluted by over-advertising and misinterpretation.

Zulkifli's question came in the footsteps of heightened opposition attacks against the premier's pet project, including accusations by Opposition leader Anwar Ibrahim that the concept was actually the work of PR firm Apco-Worldwide and 'borrowed' from the strikingly similar One Israel campaign used by the coalition led by former Israeli premier Ehud Barak.

The DAP leadership had also likened the 1Malaysia concept to their own 'Malaysian Malaysia' idea for its similarities in universal fairness and bridging the racial divide.

Anwar has since been suspended from Parliament by the powerful rights and privileges committee dominated by the BN for the One Israel-1Malaysia jibe, while the DAP has been repeatedly slammed by BN over their attempt at putting the two concepts together.