

In KL, a 'Love Najib' campaign
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KUALA LUMPUR, Jan 30 — A "Love Prime Minister Datuk Seri Najib Tun Razak" campaign was launched by two groups today with the express aim of communicating the government's policies to residents in the city, according to a Bernama Online report.

The two groups, the Teoh Kong Seng Kuan Deity Disciples Association and the 1 Malaysia Youth Graduates Club (KBG1M), said the Klang Valley-based movement will attempt to break through to a non-Malay audience.

"The campaign is directed at the urban community, especially the Chinese and Indians, in the effort to enable them understand the primary objectives of the government," KBG1M deputy president Gary Chan Pin Wah said in the report.

Najib has led efforts to try and win back the support of the Chinese and Indian communities, whose desertion of Barisan Nasional (BN) during Election 2008 led to the coalition's worst electoral performance ever.

Recent surveys have also shown Najib to be better received among the Chinese and Indian communities than his party, Umno.

The prime minister is believed to be considering an early general election, after announcing a series of cash handouts in Budget 2012 and having put BN parties on election footing.

But a series of scandals involving members of his Cabinet, most notably the National Feedlot Centre controversy linked to Wanita Umno chief Datuk Seri Shahrizat Jalil, have taken the shine from Najib's efforts.

The current administration's mandate does not expire until April 29, 2013, five years after the first sitting of the 12th Parliament.

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