

Zahid: Crucial to woo Gen Y through new technology
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Umno vice-president Ahmad Zahid Hamidi said the party and BN should take advantage of new technology to woo Gen Y voters and ensure Umno's relevance.

According to the deputy prime minister, the present Y generation has no nostalgic feelings of the X generation's past contributions but is more concerned about what the latter has to offer them now.

"Public lectures are only effective in reaching 13 percent of the people, who would become the judge in determining the government.

The opposition reaches the other 87 percent through new technology such as social media.

"Hence why it is crucial to use new technology to expound the facts to Gen Y," he said while opening the Beruas Umno delegates meeting at Dewan Inderawati today.

Also present were Perak Umno liaison chairperson and Menteri Besar Zambry Abdul Kadir, and Beruas Umno division chief Abdul Manaf Hashim.

Ahmad Zahid also pointed out that the educational background, mindset and inclinations of the Y generation, "which are different than those of Gen X", must be given emphasis.

"It is not that we want to sideline the X generation but we cannot run away from giving in to what the Gen Y wants.

"In our time we had the greenboard and chalk but now it is all about the laptop and smartphone," he said, adding that Umno and the BN had to set aside the conventional approach in communicating with Gen Y.

He also reminded UMNO leaders not to merely be "seasonal leaders", but to be constantly in touch with the grassroots.

"We will not be sitting at the top if not for the support of those below. There must be close rapport between the politicians and government, Gen X and Gen Y and the leaders and grassroots," he said.

"There has to be collaboration with the target group. Our party will continue to rule, our party will be backed by the majority of the people, Insha-Allah, Umno will continue to remain relevant.

"However, the party, the government must be managed in the modern way, with 'modern management', which is not only about ideas but necessary followup action as regards the target," he said.

Meanwhile, Ahmad Zahid urged Umno divisional leaders to set aside their differences and concentrate on preparing for the next general election to ensure Umno's victory.

He said it was important for Umno to remain united for the sake of the party and reorganise strategies to reclaim the constituencies seized by the opposition in the last general election.

- Bernama

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