

Go to India and learn from Modi, Rosmah tells MIC chief

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Rosmah Mansor is impressed with the election strategies employed by Indian Prime Minister Narendra Modi, who was on an official visit to Malaysia early this week.

Speaking during an event at the MIC headquarters in Kuala Lumpur, she quipped that party president Dr S Subramaniam should pick up a few pointers on this.

"Subra, better go to India and learn how they do it," said the prime minister's wife while laughing.

According to Rosmah, the social media campaign employed by Modi had proven to be successful.

"I followed his campaign and you can follow his methods for the 14th general election. The manner in which he handled the campaign and on social media.

"Especially on social media. Social media is important and we must learn how social media is used for campaigning. It was hugely successful for the Indian prime minister," she said.

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